

Market place type : General E-commerce.

Name : Furniro

Introduction.

Furniro is an e-commerce furniture brand designed to redefine the way people furnish their home and offices.

Our mission is to combine style, functionality, and sustainability in every piece of furniture we offer.

Business goals :-

① What ~~does~~ problem does Furniro aim to solve?

Furniro aims to solve address the challenges customers face in finding high quality, customizable, and affordable furniture for modern living spaces such as:

- Limited options for tailored furniture solutions
- High costs associated with premium-quality
- Inconvenient buying process and lack of transparency in pricing.
- Delays in delivery and poor after sale service.

Our target Audience :-

- The families and urban home owners seeking stylish and durable furniture
- Small business owners and interior designers

What will ^{set} Furniro apart ?

- A customization-first approach allowing customers to design furniture to suit their preference
- Eco-friendly practices by using sustainable materials and processes.
- Competitive pricing without compromising on quality.

What service and product will furniro offer?

Furniro will offer a wide range of furniture items designed to cater to diverse customer need, styles, and space.

① ~~Living~~ home furniture

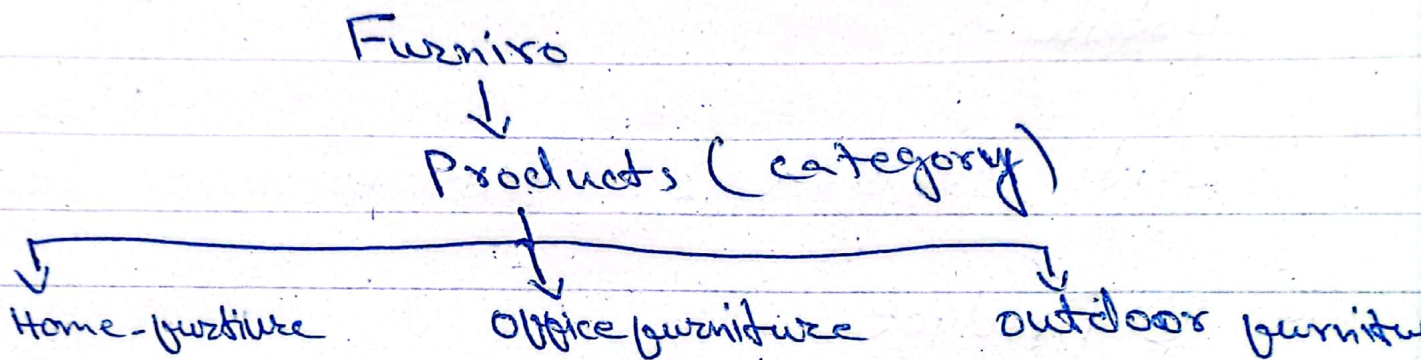
ex - sofa, bed, chair, coffee table

② Outdoor furniture:

- Patio sets, lounge chairs and garden tables

③ Office Furniture:

Office chair, manager table, bookshelves



Market Research :-

① Industry trends :-

- Growing demand for sustainable and eco-friendly furniture.
- Increase preference for online furniture shopping, especially post-pandemic.
- Rising interest in modular and space-saving furniture for urban homes.

② Competitor Analysis :-

Identify the top competitors and analyze their pricing, delivery times and customer satisfaction.

③ Market size and opportunity.

- Analyze the local and global furniture market and size and growth potential.

Data schema of Furniro :-

① Product

- id
- title / name
- Price
- Discount
- tags
- category
- Subcategory
- Size?
- Color?
- SKU
- Images []
- description
- Overview
- Additional information

(ii) Customers

- Customer ID
- Name
- Email
- Contact info
- Shipping Address
- Order history

(iii) Orders

- order ID
- Customer ID
- Order Date
- Order Status
- Total price
- Payment method
- ~~- Order Status~~
- Shipping Address

(iv) Order details

- Order ID
- Product ID
- Quantity
- Unit Price
- Total Price (per item)

(V) Delivery Zones

- Zone ID
- Zone name
- Coverage Area
- Assigned Drivers

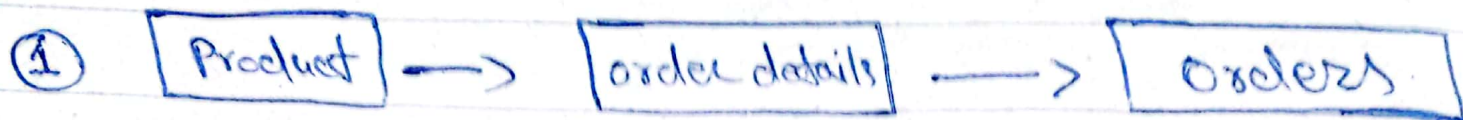
(vi) Payments

- Payment ID
- Order ID
- Account
- Payment Status
- Payment Method

(vii) Reviews

- Reviews ID
- Product ID
- Customer ID
- Rating
- Review Text
- Review Date

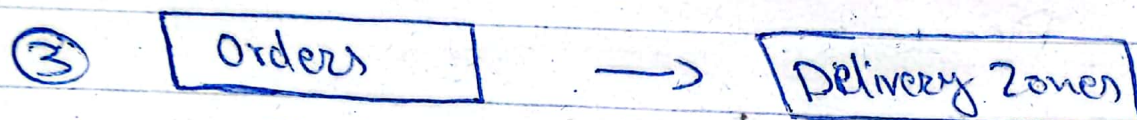
(b) Relationship between Entities



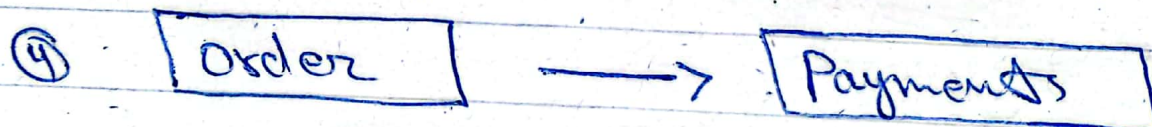
A product can appear in multiple orders and an order can have multiple products.



A order is placed by customer and each order has one customer.



Each order is assigned to delivery zone based on the customer's shipping address.



Each order is linked to a payment record.



Customers can leave reviews for products they have purchased.