

# Marketplace Builder Hackathon 2025

## Day 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

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**Session:** Saturday (2 PM - 5 PM)

**Roll Number:** 00275008

### **Overview**

After dedicating extensive thought and approximately 10-11 hours of brainstorming, I have developed a comprehensive understanding of my project, "Comforty." This document outlines the idea behind Comforty, its purpose, and the reasons why the industry would accept my marketplace.

The document further details various usage scenarios demonstrating how Comforty can be utilized effectively in different settings. A visual diagram is included to illustrate the operational workflow of my website.

### **Steps Addressed**

This submission includes responses to all the questions and tasks outlined in Sir Ameen's documents.

I have:

1. Articulated my perspective and detailed the brainstorming process.
2. Answered each of Sir Ameen's questions thoroughly, showcasing how Comforty fulfills the requirements of the hackathon and meets the expectations of the marketplace.

**Note:** This document compiles my handwritten brainstorming and other work in the form of a PDF, with pictures of the register pages included.

## BRAINSTORMING FOR COMFORTY E-COMMERCE MARKETPLACE

### CORE IDEA:-

"Comforty" is a furniture e-commerce platform designed to provide a wide range of affordable, customizable, and high quality furniture delivered quickly to customer's doorsteps.

### Why Would the Industry Accept Comforty?

1. Customer Convenience:
  - Eliminates the hassle of visiting multiple physical stores.
  - Offers online browsing and instant access to a variety of furniture types.
2. Affordable Pricing:
  - Provides quality furniture at prices that fit different income groups.
  - Targets both high-income and low-income families.

3. Customization:

- Unique offering to design furniture based on customer preferences.
- Appeals to specific customer needs, enhancing satisfaction.

4. Fast Delivery:

- Promises delivery faster than competitors (within 2 hours).

5. Broad Target Audience:

- Covers diverse sectors: homeowners, offices, schools, restaurants etc.

6. Growth Potential:

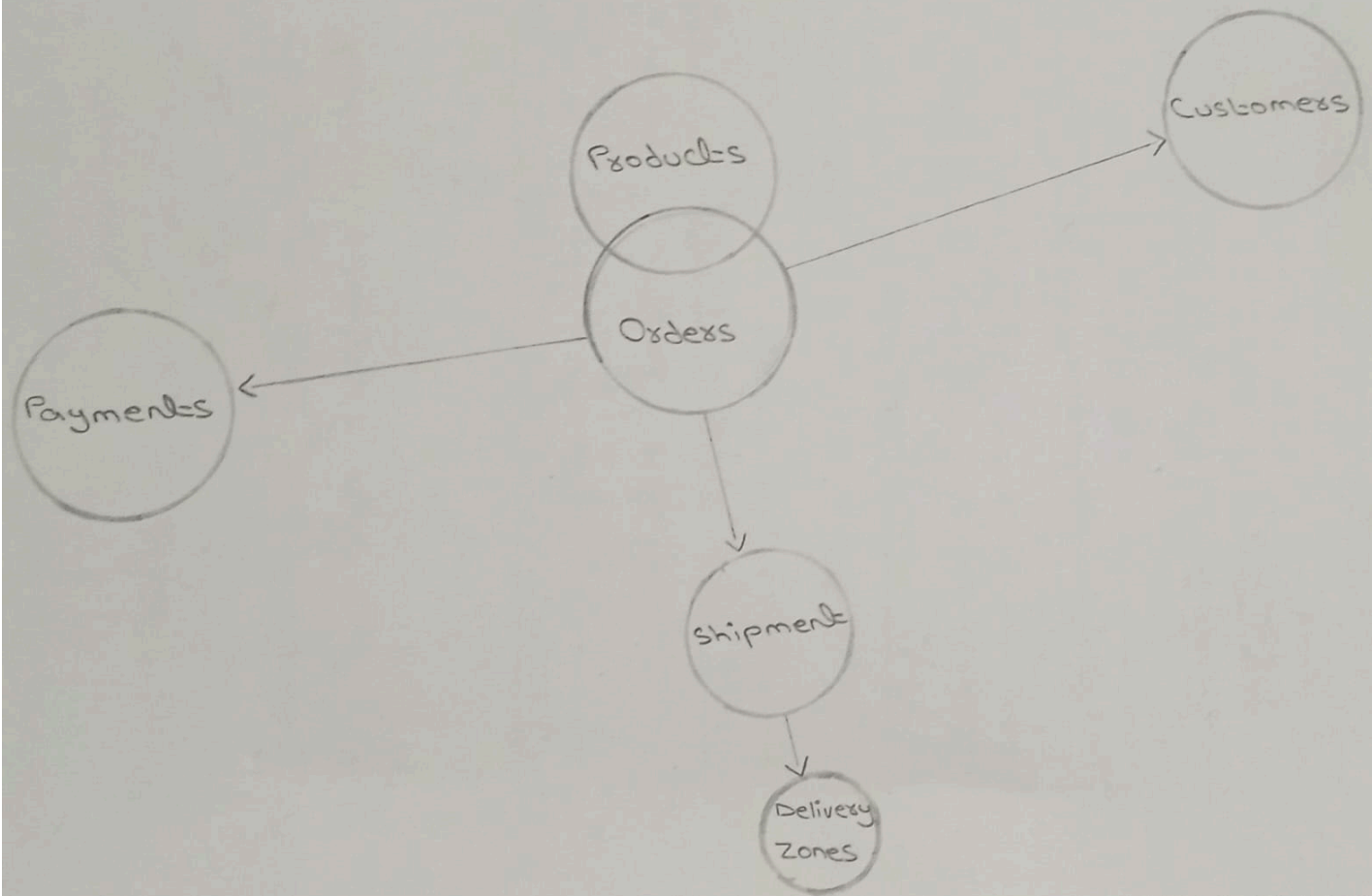
- Scalable to introduce more categories (e.g. home decor).
- Opportunity to collaborate with logistics and payment gateways.



## USAGE SCENARIOS FOR COMFORTY

	SECTION	USAGE EXAMPLE
•	Homes	furniture for living rooms, bedrooms, dining rooms.
•	Offices	Desks, ergonomic chairs, conference tables.
•	Schools, Colleges	Benches, chairs, teacher desks, library furniture.
•	Restaurants & Cafes	Dining tables, booths, stools.
•	Hotels	Bedroom sets, lobby furniture.
•	Parks & Public Spaces	Outdoor benches, picnic tables.
•	Small Shops	Display racks, counters, shelves.

## Key Entities And Relationships In Comfoxy Marketplace



This diagram represents the key entities and their relationships in my Comfoxy Marketplace:

- Products are linked to orders that customers place.
- Orders are associated with Customers and involve Payments.
- Orders initialize Shipment, which is managed across different Delivery Zones.



Now I have the picture of the task from the document Sir Ameen provided.

## Task For Day 1

Step 1: Choose your Market-place Type

Answer: General E-Commerce

Primary Purpose:-

My website, Comfoxy, was created to provide customers with a wide range of furniture products in just a few clicks. Customers can easily browse and purchase furniture such as sofas, chairs, beds, and dressing tables at affordable rates.

The primary goal is to make every type of furniture accessible in one place and deliver it seamlessly to the customer's doorstep. Comfoxy

eliminates the need for customers to visit multiple physical stores, providing them with a hassle-free online shopping experience.

## STEP 2: Define Your Business Goals

1. What problem does your marketplace aim to solve?

Ans

Comforty solves the problem of high-quality furniture being unaffordable for many people. We aim to provide top-quality furniture at affordable prices.

It also helps people who waste time visiting multiple stores but still can't find furniture they like. At Comforty, customers can choose from a variety of designs and customization options, and we will deliver their preferred furniture right to their doorstep. Our marketplace is for everyone - whether they belong to a high-income or low-income group.



2. Who is your target Audience?

- Homeowners
- Renthouses
- Offices
- Schools, Colleges, Universities
- Restaurants, Hotels, Parks
- Small Shops
- Any place where furniture is needed

3. What products or services will you offer?

- Sofas, Beds, Chairs, Dressing Tables
- Every type of furniture available in the world.

4. What will set your marketplace apart?

- Speed: We provide ultra-fast delivery in less than 2 hours, faster than any competitor.
- Affordability: Our prices are so reasonable that anyone, regardless of income, can afford them.
- Customization: We offer fully customizable furniture. Customers can show us a picture or describe what they need, and we will design it exactly according to



their preferences.

### STEP 3: Create a Data Schema

#### 1. Entities in my Marketplace

- Products: furniture items like sofas, chairs, beds, and more.
- Orders: Record of transactions placed by customers.
- Customers: Individuals purchasing furniture.
- Delivery Zones: Areas where our service delivers.
- Shipments: Tracks the delivery of orders...
- Payments: Manages payment transactions.

#### 2. Relationship between Entities

- Products are linked to Orders
- Orders are associated with Customers
- Shipments are tied to Orders and are handled in specific Delivery Zones.

