

Hackathon 3 - Day 2
Marketplace Technical Foundation
Marketplace Technical Foundation - [Nike]

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Day 1: The Foundation of Marketplace Journey (Hackathon)

Step 1:

I chose E-commerce marketplace for my "Household" business as it is the large market with flexibility to sell various products and has well-established platforms and tools for sellers.

Step 2: 1. (Business Goals)

My goal is to solve several problems for customers by addressing their needs in practical, efficient and budget-friendly ways by following:

a) Customers can buy items from the comfort of their homes by receiving a one-stop online platform.

b) This market place offers a vast range of products, including specific to hard-to-find items.

place

⑥ Discounts, and seasonal sales allow customers to save money.

place for the large various shed

⑦ Delivery services extend access to a wide range of products, even in underserved areas.

⑧ Quick search, filters and doorstep delivery will save time and effort.

Many more other benefits will be provided with this e-commerce business.

eral problems air needs budget-

2. Targeted Audience:

The targeted audience for my household items e-commerce marketplace would be ① Families who live in Urban Areas, ② Young individual or couples, ③ Small business owners ④ parents with young children ⑤ students and many others.

the receiving

vast specific

3. Products or Services:-

Products will be included:

Cookware, utensils, appliances, cleaning

tools, small furnitures, decoration items, bedding and bath products, personal care items and miscellaneous.

Services which I can provide will be fast and reliable delivery, hassle free returns and exchange policy allowing customers to easily return or exchange products, product assembly and installation, customer reviews and product rating etc.

4. Apart from Competitors:

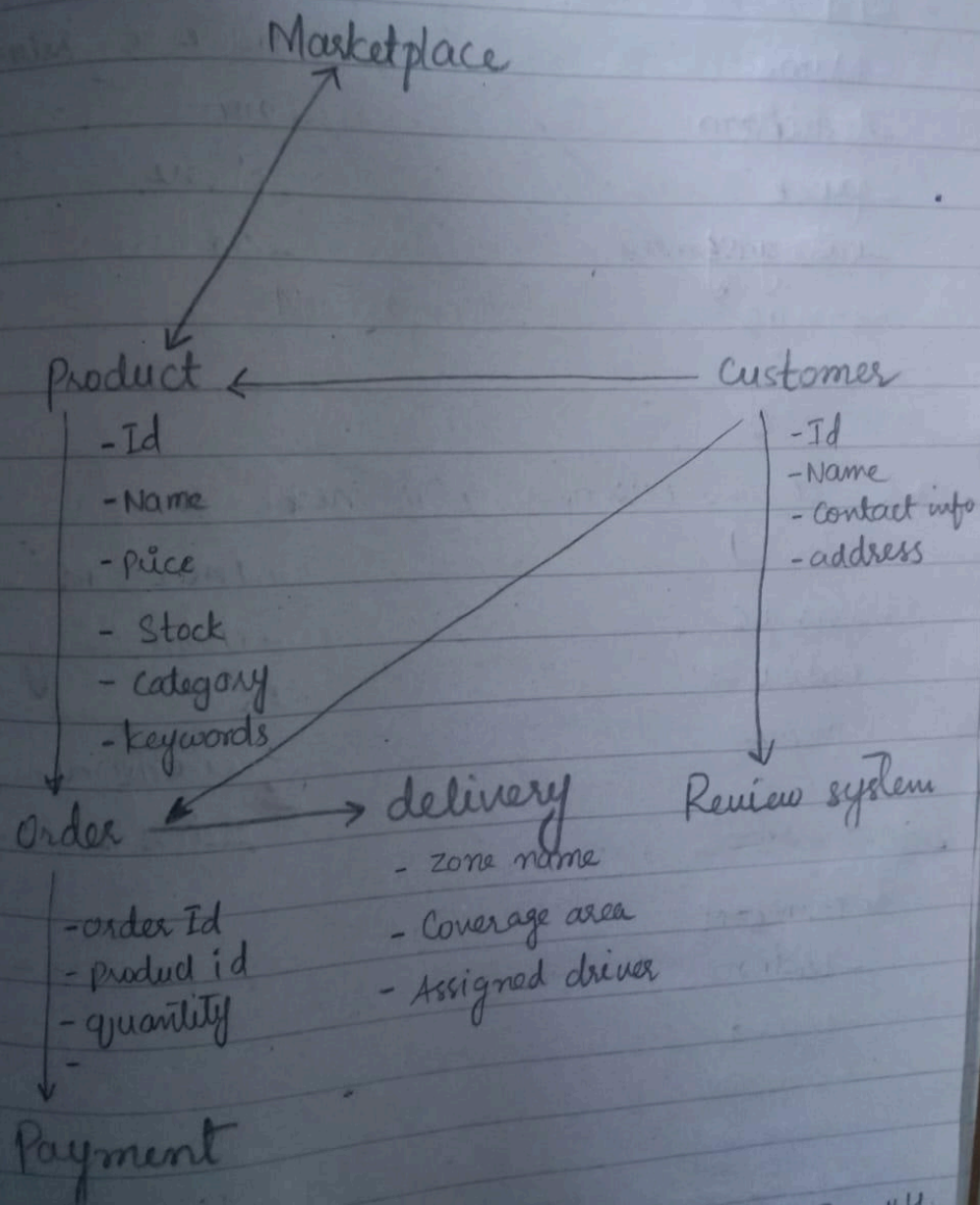
To set my business I'll need to focus on unique features, products offerings and services

to enhance the customer experiences, by

- exclusive and curated products
- giving personalized home solutions.
- providing live virtual consultations or shopping assistance etc.
- Customizing products on customers demand.
- providing bulk orders and deals. etc.

Step 3:

Relationship between entities



Schema

* Product

- Id
- Name
- description
- price
- category
- image
- rating

* Customer

- Id
- Name
- email
- phone
- address

* Order

- order Id
- user Id
- product Id
- quantity

* Delivery

- delivery Id
- order Id
- zone name
- tracking number
- delivery status

* Payment

- Id
- user Id
- amount
- currency
- payment method
- transaction Id