Day1-Laying The Foundation For Your MarketPlace Journey

Day 1:
Laying The Foundation For My Marketplace Journey

Step #1:
Choose Your Marketplace Type:

. I have chosen "General E-Commerce"

Introduction Of General E-Commerce

General E-Commerce is the buying and selling of goods and services over the internet.

Primary Purpose

- Convenience
- Increasing Selection
- Potentially lower startup Cost
- International Sale
- To sell Valuab... Custom...

Step # 2:

1) Define Business Goals

Reduce operational Cost

Adapt to Market Trends

Increases Sales and Revenue

Improve inventory Managment

Expand Market Reach

GOALS

Enhance Customer experience

Burild Brand Awareness

Facilate payment Flexibility

Leverage Data Analytics

Faster customer loyalty?

2) Target Audience:

Q. Who are my target Audience?

- A group of people who are most likely to be interested in and purchase a product of services

- Men and women aged 10 — 60.

- People interested in business opportuni but don't have much money to invest

3) PRODUCTS OR SERVICES:

What products or services will you offer?

PRODUCT: "Clothing" (Fashion Service)
My market place offer a wide range of everyday products.

4) SET MARKETPLACE APART

What will set your marketplace apart?

1- SPEED: Yes, my marketplace deliver products faster than competitors

2- AFFORDABILITY: My product price offer better value for money

3. CUSTOMIZATION: Yes my platform allow users to personalize products or services.

4. OTHERS:
- Unique product offering
- Targeted Niche
- User Experience
- Community Engagement
- Transparency and Trust
- Diverse Brands and styles.
- Engaging Marketing.

STEP # 3:
CREATE A DATA SCHEMA

PRODUCT
Product ID
Customer Name
Price
Stock
Image
Tags/category
Sizes
rate

ORDER
Order Id
Customer Id
Product Id
Sale Price
Date of Order
Status
Under Process

CUSTOMER
Customer Id
Customer Name
Contact #
Address
Email
Order History

SHIPMENT
Shipment Id
Order Id
Status
Delievery Date
Extended Date
Customer #

PAYMENT
Order Id
Payment Id
Total Amount
Payment Method
Payment Date

DELIVERY ZONE
Zone Id
Zone Name
Zone Destination
Assign Driver .