

Marketplace Journey:

Day 01 &

→ Marketplace type & Q-Commerce

→ Purpose & Food E-Commerce makes ordering food easy, fast and convenient for customers by offering diverse food options.

→ Business goals:

1- Marketplace problem to solve:

- Find all products in one place
(Multiple categories available in one place)
- Food quality Maintenance
- Low calories, Hygiene standards.

→ 2- Target audience:

Busy professionals, students, families,
Health conscious consumers.