

# Laying The Foundation of Marketplace journey

## Step 1

Marketplace type?

General E-commerce website

Featuring furniture, ceramics and home decor items

## Step 2

Business goal:

To establish a premium, eco-friendly furniture and home decor brand that combines timeless designs with craftsmanship, catering to customers seeking quality, sustainability, and aesthetics.

Specific objectives:

1. Promote Eco-Friendly and Sustainable Products:

Highlight products made from sustainable materials and eco-friendly packaging to attract environmentally conscious customers.

2. Increase Online Sales:

Leverage a visually appealing e-commerce platform to sell furniture, ceramics, and home decor items directly to customers.

3. Build a Premium Brand Identity:

Showcase the brand as a high-end, artisan-focused furniture retailer through elegant visuals, minimalist design, and well-curated product collections.

4. Educate Customers:

Inform customers about the craftsmanship and sustainability behind each product to create value and justify the premium pricing.

### 5. Foster Engagement and Loyalty:

Build trust and loyalty through customer benefits like next-day delivery, competitive pricing, and artisanal craftsmanship.

This website combines modern web technologies with a clear focus on sustainability and timeless design, targeting a niche market of customers who value aesthetics, functionality, and environmental responsibility.

### 6. Special offers For Dowry

There are some special offers for dowries, special collections and packages for bride with some mystery gifts and special offers on furnitures and all decor items on wholesale prices with quality material

### Target Audience:

- Affluent individuals or families interested in premium furniture.
- Eco-conscious consumers who prefer sustainable products.
- Design enthusiasts who value aesthetics and timeless designs.
- Families with limited budget for dowry to gift the bride luxurious furniture and home decor items

### Step 3 :

#### Data Schema

{ "products" : [ {

  "\_id": "uid1", "title": "Product 1",

  "description": "Description of Product 1", "price": 100,

  "discountPercentage": "10", "category": "chairs",

  "tags": [ "New Arrival", "Top Selling" ], "rating": { "rate": 4, "count": 10 },

  "dimensions": { "width": 200, "height": 150, "depth": 50 },

  "image": "https://example.com/image1.jpg" } ],

"order" : [ {

  "\_id": "oid123", "customerId": "cid1",

  "productId": "pid1", "quantity": 2,

  "orderDate": "2025-01-15", "status": "Completed" } ],

"customer" : [ {

  "\_id": "cid1", "name": "Zardari", "address": "123 Main St",

  "email": "johndoe@example.com", "phone": "+1 123-456-7890" } ],

"shipment" : [ {

  "\_id": "sid1", "orderId": "oid123",

  "shippingDate": "2025-01-18", "status": "pending" } ],

"Delivery zone" : [ {

  "zone\_name": "East Karachi Zone", "coverage\_area": "Malir",

  "shippingCost": 10, "Assigned\_Driver": "Nawaz Sharif" } ] }

## Step 4

