

Laying the Foundation for Marketplace

Slide 1: Laying the Foundation for Marketplace

Step 1: Choose Your Marketplace

Chosen Idea: Rental E-commerce

- A platform where all rentable items like dresses, cars, and other essentials will be available.
- Focus on making rental services accessible and convenient for both businesses and customers.

Slide 2: Problem Statement & Mission

What Problem Does Your Idea Solve?

- No centralized platform for renting items in Pakistan.
- Current rental businesses lack an efficient online presence.

Mission:

- To provide a unified platform for all rental services in Pakistan.
- Benefit businesses by expanding their reach and customers by providing convenience.

Slide 3: Target Audience & Unique Selling Point

Target Audience:

1. Individuals:

- People who need items like dresses, cars, or equipment on rent.

2. Businesses:

- Rental businesses looking to take their services online.

What Sets This Platform Apart?

- First platform in Pakistan dedicated to rentals.
- Simplifies access to rental services for customers.
- Connects sellers and buyers in one seamless marketplace.

Slide 4: Payment Management

Payment Details and Description:

| | |
|-----------------|----------------------------------|
| Payment ID | Unique identifier for payments |
| Order ID | Links payment to the order |
| Payment Method | Credit Card, Bank Transfer, etc. |
| Date of Payment | When the transaction occurred |
| Amount | Total payment amount |
| Seller Name | Name of the service provider |
| Buyer Name | Name of the customer |

Slide 5: Delivery Zone Management

Zone Details and Description:

| | |
|-----------|-----------------------------|
| Zone ID | Unique identifier for zones |
| Zone Name | Name of the delivery zone |
| Area | Coverage area for delivery |