

# Marketplace :- General E-commerce

## \* Purpose :-

To provide stylish, high-quality western clothing for men and women, blending modern trends with classic designs while ensuring a seamless online experience for fashion-conscious individuals with fastest delivery possible.

## Our Business Goals :-

1. Establish a trusted e-commerce brand for western style clothing in all sizes.
2. Achieve consistent growth in sales and customer base within the first year.
3. Build a loyal community through exceptional products and services.

- Customers seeking a convenient and reliable online shopping experience.

## \* Products:-

- Western-style shirts, jeans and jackets.
- Accessories such as belts, hats and boots.
- Seasonal collections and exclusive designs.

## \* Unique Selling Point: (USP)

- Trendy, premium-quality western wear at competitive prices.
- Exclusive designs blending classic and modern western aesthetics.

## \* Problems we're tackling:-

- limited availability of affordable, high-quality western-style clothing.
- Lack of dedicated platform combining style, comfort and inclusivity.
- 3. Difficulty in finding trendy designs tailored for diverse audience with fastest delivery possible.

## \* Target Audience:-

- Fashion-conscious men and women aged 18-45.

individuals who appreciate western-style apparel for casual and formal wear.

- Exceptional customer service with the fastest delivery; 1-2 days within the city (karachi) and 3-4 days in other cities.

All in all, our USP would be speed, affordability, trust and convenience.

## Data Schema :- 'Fields'

- Users :-

customer-id

name

email

password

phone

address

city

created-at

[created-at is a timestamp field to record date and time the order was made]

## \* Products :-

product-id  
name  
description  
price  
category  
stock-quantity  
images  
created-at

## \* Orders :-

order-id  
customer-id  
total-amount  
order-status  
payment-status  
created-at

## \* Order Details :-

order-detail-id  
order-id  
product-id  
quantity  
subtotal

## \* Shipping :-

shipping-id  
order-id  
shipping-address  
city  
shipping-status  
estimated-days-

## Delivery zones:-

- zone
- Coverage area [postal codes etc]
- Delivery boy
- Delivery-fee

## Payments:-

- payment-id
- order-id
- amount
- payment-method
- payment-status
- created-at

## Reviews:-

review\_id

user\_id

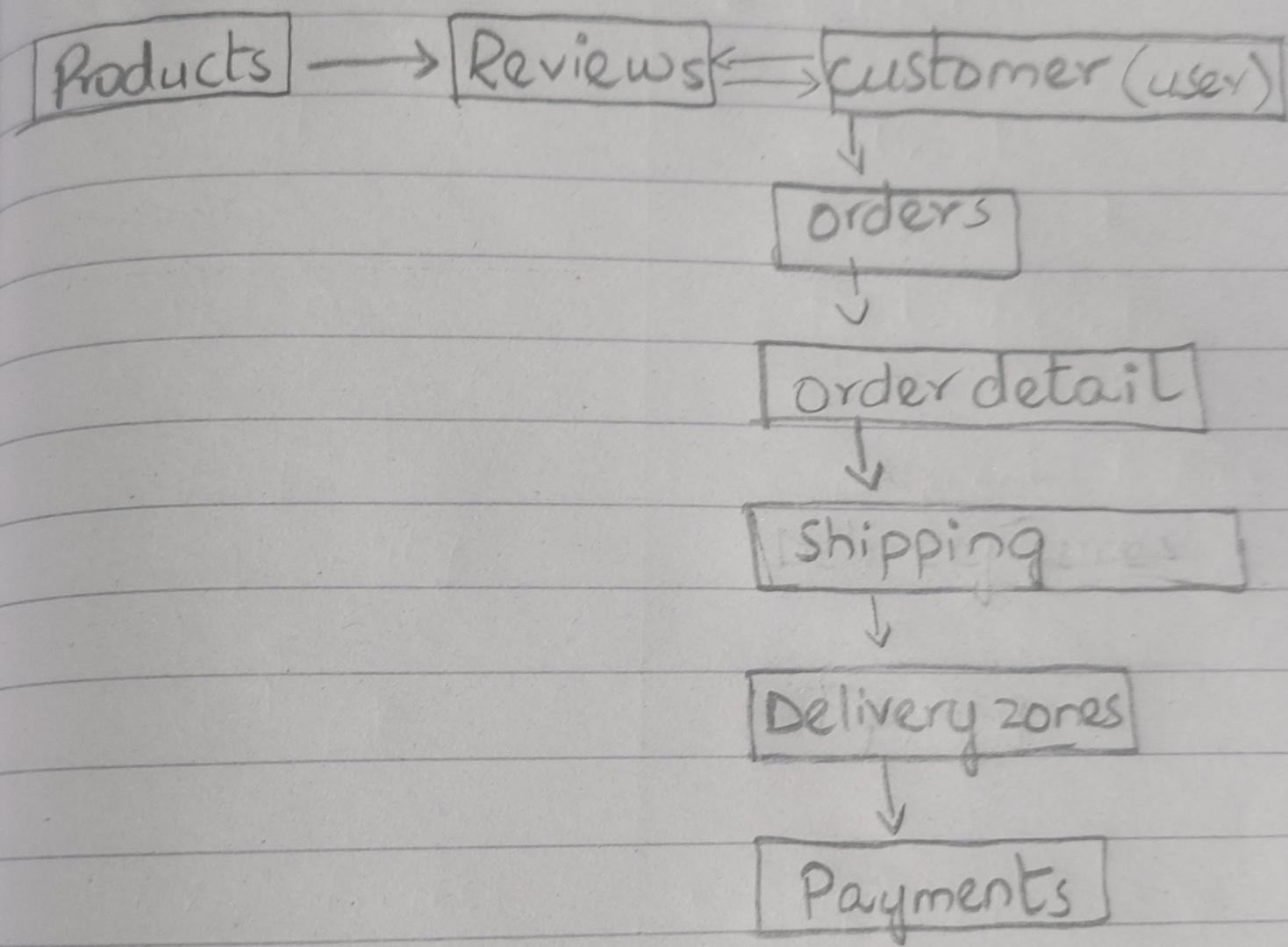
product\_id

rating (e.g. 1-5 stars)

review-text

created-at

# Flow Diagram for Schema:-



## Solutions Provided by our Marketplace :-

- Seamless Shopping Experience
- 24/7 customer support.
- fastest delivery possible.