Step 1: Choose Your Marketplace Type

• General E-Commerce

• Document your choice and describe its primary purpose.

**General E-Commerce Website for House Products**

An e-commerce website for house products is a platform where customers can easily find and buy items like house gadget, decor, and appliances to improve their homes.

**Primary Purpose**

The main goal is to make shopping simple and convenient by:

1. Offering a wide variety of products in one place.
2. Providing detailed product info and secure payment options.
3. Suggesting items based on customer preferences.
4. Ensuring quick support for questions or returns.
5. Highlighting discounts and deals.
6. Saving time with home delivery and competitive prices.

It’s all about making home shopping easy, affordable, and enjoyable.

Step 2: Define Your Business Goals Answer these guiding questions:

• What problem does your marketplace aim to solve?

Our marketplace solves the problem of time-consuming and limited shopping options for home products by providing a one-stop online platform where customers can browse, compare, and purchase everything they need for their homes easily and conveniently.

• Who is your target audience?

The target audience now includes:

* **Homeowners** looking to furnish and decorate their homes.
* **Renters** who want affordable and stylish home products.
* **Young professionals** seeking convenience and variety in home shopping.
* **Families** in need of practical home items and appliances.
* **Interior design enthusiasts** looking for unique decor pieces.
* **Housewives** managing home-related purchases and seeking easy access to home products.

This expanded audience helps cater to a wider range of customers looking for simple, affordable, and convenient home shopping.

• What products or services will you offer?

We will offer a range of home products, including:

* **Home Decor**: Decorative pieces
* **Appliances**: Smart home devices
* **Kitchen Gadgets**: Essential cooking tools
* **Storage Solutions**: Organizers and bins
* **Cleaning Supplies**: Detergents, tools, and cleaning accessories

These products are designed to enhance the comfort and functionality of homes.

• What will set your marketplace apart (e.g., speed, affordability, customization)?

1. **Wide Range**: Everything you need for your home in one place.
2. **Affordable Prices**: Great deals and discounts.
3. **Personalized**: Product suggestions based on your preferences.
4. **Easy Shopping**: Simple navigation and quick checkout.
5. **Fast Delivery**: Quick home delivery to save time.
6. **Support**: Fast customer service and easy returns.
7. **Smart Products**: Modern smart home gadgets.

These features make shopping convenient, affordable, and personalized.

Step 3: Create a Data Schema 1. Identify the entities in your marketplace (e.g., Products, Orders, Customers, Delivery Zones).

Here’s a basic data schema for your e-commerce marketplace:

**1. Entities:**

1. **Products:**
   * Product ID
   * Name
   * Category (e.g., Home Decor, Appliances, Kitchen Gadgets)
   * Description
   * Price
   * Stock Quantity
   * Product Images
   * Dimensions/Size
   * Brand
   * Rating/Reviews
   * Discounts/Promotions
2. **Customers:**
   * Customer ID
   * Name
   * Email
   * Phone Number
   * Address
   * Preferred Payment Method
   * Order History
   * Wishlist
3. **Orders:**
   * Order ID
   * Customer ID (linked to Customers)
   * Order Date
   * Shipping Address
   * Billing Address
   * Payment Status
   * Order Status (e.g., Processing, Shipped, Delivered)
   * Products Ordered (Product IDs with quantities)
   * Total Price
   * Delivery Method (Standard, Express)
   * Tracking Number
4. **Payments:**
   * Payment ID
   * Order ID (linked to Orders)
   * Payment Method (Credit Card, PayPal, etc.)
   * Payment Date
   * Amount Paid
   * Payment Status
5. **Reviews:**
   * Review ID
   * Customer ID (linked to Customers)
   * Product ID (linked to Products)
   * Rating (1-5 stars)
   * Comment
   * Review Date
6. **Delivery Zones:**
   * Zone ID
   * Zone Name (e.g., Urban, Suburban, Rural)
   * Delivery Costs
   * Estimated Delivery Time
7. **Discounts/Promotions:**
   * Discount ID
   * Code
   * Discount Percentage/Amount
   * Validity Period
   * Applicable Products/Category
8. **Shopping Cart:**
   * Cart ID
   * Customer ID (linked to Customers)
   * Products in Cart (Product IDs with quantities)
   * Total Cart Value

**Relationships:**

* **Customers** can have multiple **Orders**.
* Each **Order** can contain multiple **Products**.
* **Reviews** are linked to both **Customers** and **Products**.
* **Delivery Zones** are tied to **Orders** based on location.
* **Discounts** can be applied to **Orders** or specific **Products**.

This schema helps organize and track your marketplace's key data efficiently.

2. Draw relationships between these entities using a diagram (pen and paper preferred).