

step 1: Selected Market Place Type: Rental  
E-commerce

Primary Purpose:

A platform for renting outdoor adventure gear (e.g. camping tents, hiking equipment, kayaks) to travelers and event organizers. It solves the problem of high costs and storage issues associated with owning rarely used gear by providing affordable, short term rentals with flexible durations and delivery pickup options.

step 2: Business Goal.

Problem to solve:-

- High upfront costs & storage challenges for outdoor gear
- Limited access to quality equipment for occasional adventures.

② Target audience:-

- Adventure enthusiasts, Travelers exploring outdoor destinations, Event organizers needing temporary setups.

③ Unique Value Proposition:-

- Affordability:- cheaper than buying new <sup>one</sup>
- Quality Assurance:- well maintained & sanitized equipment
- Sustainability:- Promotes reuse over ownership.

### Step 3:- Data Schema.

Core Entities:-

#### ① Products

↳ Fields

- product\_id (Unique ID)
- name (e.g. 4 Person Camping tent)
- category (e.g. Camping, Hiking)
- daily-price (Cost per day)
- deposit (Security deposit amount)
- availability-status (Available / Unavailable)
- location\_id (Pickup / location).

#### ② Customer

↳ Fields

- customer\_id (unique-id)
- name
- email
- phone
- address
- payment\_method\_id

#### ③ Order

↳ Fields

- order\_id (unique id)
- customer\_id (Link to customer)
- product\_id (List of rented items)
- start-date (Rental period start)
- end-date (Rental period end)
- total cost



#### ④ Payment

##### ↳ Fields

- payment-id (Unique-id)
- order-id (links to order)
- amount
- status (Paid or refunded)
- transaction-date.

#### ⑤ Location (Optional for delivery (Pickup).

##### ↳ Fields

- location-id (Unique-id)
- address
- delivery-zones (e.g. city A, city B).

#### Key Relationships:-

- ① A customer can place multiple Orders.
- ② A Order includes one or more products
- ③ Each Order has a payment record.
- ④ Products are linked to locations for pickup/delivery.

## Entity Relationship Diagram :-

