

Date: _____

Day 1 :

Laying the foundation for
Marketplace Journey :

Step 1 : Choose Marketplace Type

Type : General E-commerce

Primary purpose : To create a centralized platform where small business owners can list all their products.

Step 2 : Define Business Goal

Business owners lack a unified storefront to list all products, making it hard to build brand identity and manage operations.

Customers often struggle to explore all products from a seller due to scattered advertisements.

Date: _____

Target audience:

primary audience: Business owners in the e-commerce domain who wish to scale their online presence beyond social media platforms.

Secondary audience: customers looking for an organized shopping experience with a catalog, secure checkout, and order tracking.

Products or services to offer:

Products: Business owners can list a variety of goods, such as fashion items, electronics, beauty products, or home decor.

Future Expansion: Support for multiple sellers with unique inventories

Date: _____

Factors to set this marketplace apart:

centralization: Unified platform for products, branding, and order management.

scalability: Ability to transition into multi-seller platform.

Integration: Seamless backend powered by Sanity CMS for stock management, orders, and shippo for real-time shipment tracking.

Date: _____

Customers

- ID
- Name
- Contact info

Places →

Orders

- Order ID
- Customer ID
- Product Details
- Status

contains →

Products

- ID
- Name
- Prices
- Stock