

## "Marketplace Business Goals - [Your Marketplace Name]"DAY 1: Marketplace Business Goals - General E-Commerce

*This is me, Tehreem Asghar. I am a Student Leader at Governor House, and I am a frontend developer who loves building websites that are easy to use and look great. I work with technologies like React, Next.js, and TypeScript to create smooth and efficient web experiences. My goal is to solve problems with simple and effective solutions.*

*In this project, I am tasked with designing a marketplace that effectively addresses a specific problem in the e-commerce industry. The goal is to create a platform that connects customers with products or services in a seamless and user-friendly manner. By understanding the different types of marketplaces, I will define the business objectives and structure the necessary data to ensure the marketplace functions efficiently.*

*This task will involve selecting the type of marketplace I wish to create, setting clear business goals, and developing a data schema to represent the core components of the marketplace. By focusing on key entities such as products, orders, and customers, and establishing their relationships, I will create a blueprint that guides the development of the platform.*

### Step 1: Choose Your Marketplace Type

- E-Commerce

*E-commerce is a digital marketplace where people buy and sell products and services online. It is a modern alternative to traditional shopping, offering convenience and global reach. Businesses set up their online stores, and customers can shop from the comfort of their homes*

## Blogs Section

We have a dedicated **blog section for furniture and home decor**, where customers can find **styling tips, the latest trends, and the best furniture choices**. This helps them upgrade their homes easily and make informed decisions when selecting furniture.

## What products or services will you offer?

Our **general e-commerce marketplace** will offer a wide range of **furniture** and **daily-use products**, making it a one-stop shop for customers looking to decorate and furnish their homes, as well as find tech gadgets and accessories. The product categories will include:

- **Furniture:** Sofas, chairs, beds, dining tables, coffee tables, home office furniture, and more.
- **Electronics:** Bluetooth earbuds, smartwatches, cameras, headphones, and other tech accessories.
- **Lifestyle Products:** Purses, backpacks, wallets, watches, and other accessories.
- **Blogs:** Content on home styling, furniture care, and decorating tips to help customers make informed choices about their home and lifestyle.

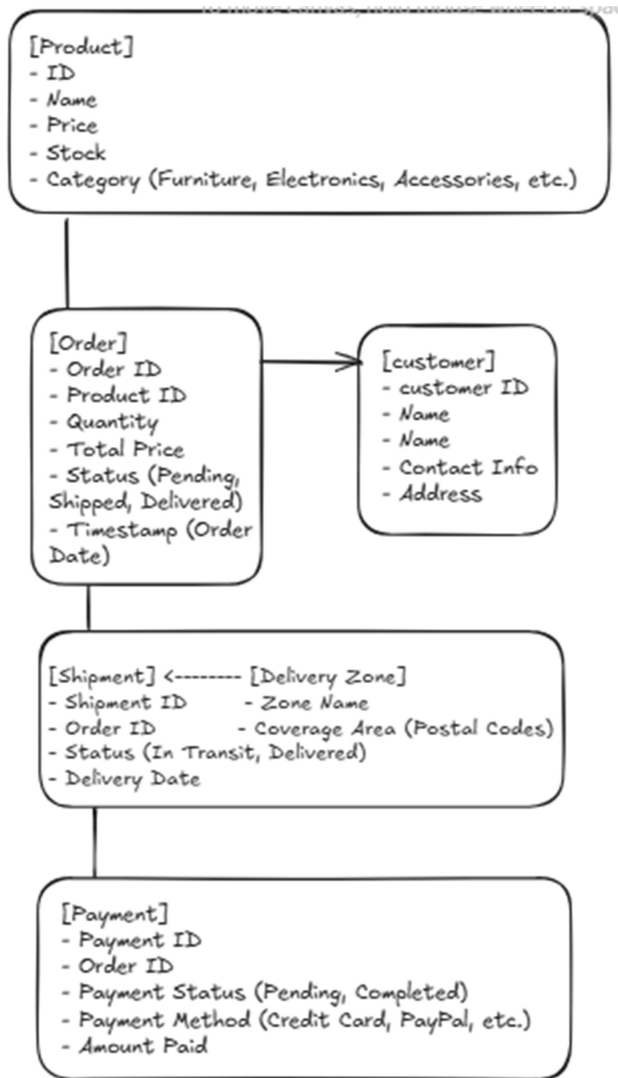
## What will set your marketplace apart?

Our marketplace will stand out with the following features:

- **Product Variety:** Offering a **wide selection of furniture** combined with daily-use tech gadgets, fashion accessories, and home decor. Customers will be able to find everything they need in one place.
- **Affordability:** We will focus on offering **competitive prices**, ensuring that customers can find high-quality products within their budget.
- **Quality Assurance:** Each product will go through a **strict quality check** to ensure that customers receive only the best items for their homes and lifestyles.
- **Style & Customization:** Our furniture section will allow customers to explore **unique and stylish pieces** that suit their home aesthetic. We will offer customization options on certain products to cater to specific customer preferences.
- **Content & Guidance:** The **blog section** will provide styling advice, maintenance tips, and the latest home decor trends, helping customers make better purchase decisions.

## Speed

We will offer **quick delivery** for many products, especially smaller items like tech gadgets, accessories, and home decor, with an option for **fast shipping** for larger items like furniture within a **2-3 day window**. This ensures convenience for customers who need their products quickly but want the reliability of high-quality items.



### Explanation:

- **Products** are linked to **Orders**; each order has a set of products.
- **Orders** are associated with **Customers**, containing their details.
- **Shipments** and **Delivery Zones** track the logistics of getting products to customers.
- **Payments** track the transaction process for each order.

### 2. Key Fields for Each Entity:

- **Products:**
  - **ID:** Unique identifier for each product.
  - **Name:** Product name (e.g., "Leather Sofa").
  - **Price:** Price per unit.
  - **Stock:** Quantity available.