

**DATABASE**

**DESIGN**

**RICHIE FEED & SEED INC.**

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## My Understanding and assumptions about the Business:

It is not necessary to buy a product or service to be a customer at Ritchiefeed.com.  
There are two types of customers.

1.**Prime customer:** who pay a fixes amount of money to the Richiefeed.com every year and gets faster services.  
**Non-Prime Customer:** Non-prime customer need not to pay any fee to be customer.

2.**Payment:**  
Payment for prime membership  
payment for order

3. **Delivery:** For prime customer there must be a prime delivery of product.  
Regular delivery

4.**Review:** one or many Reviews may be given by (a customer) any customer.

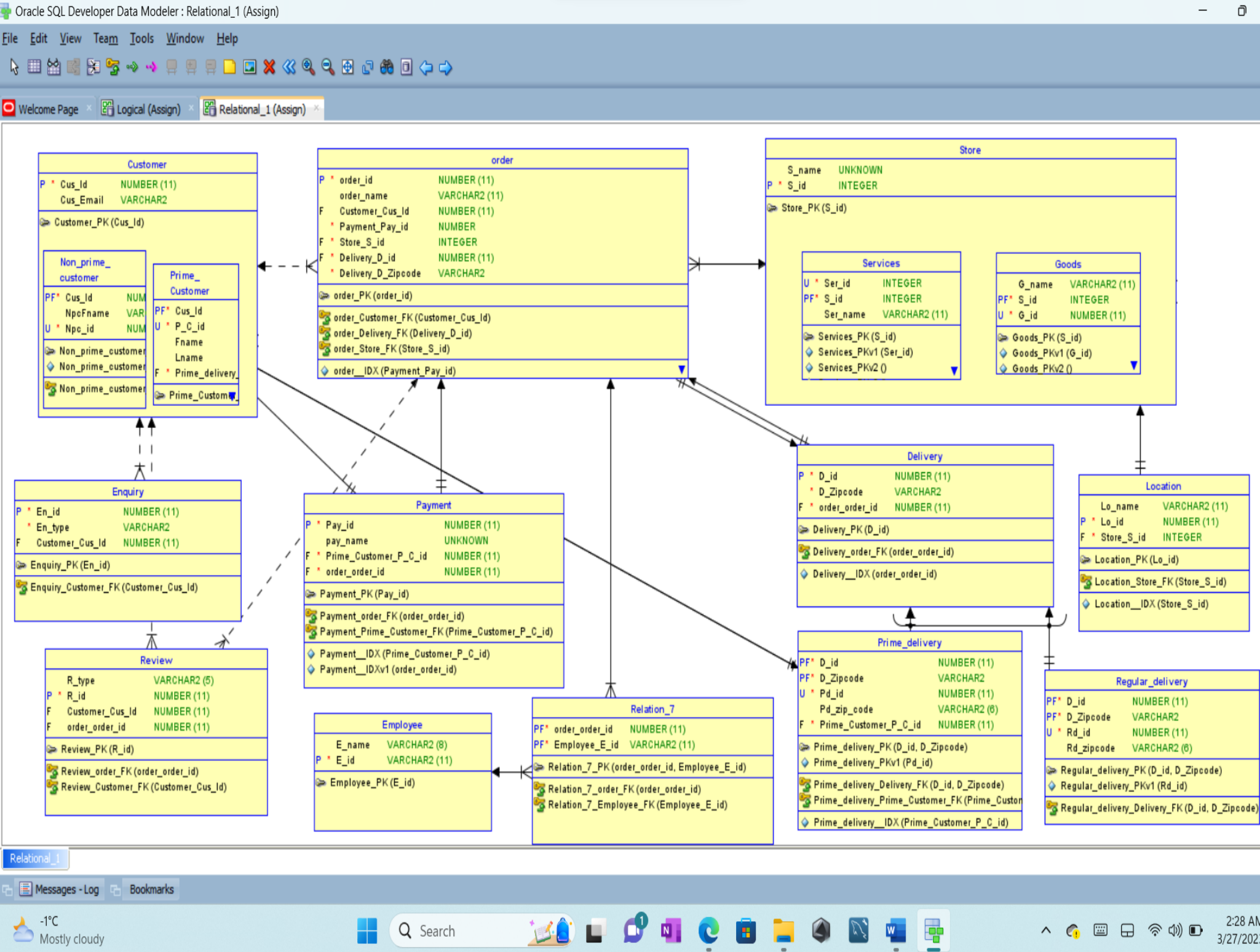
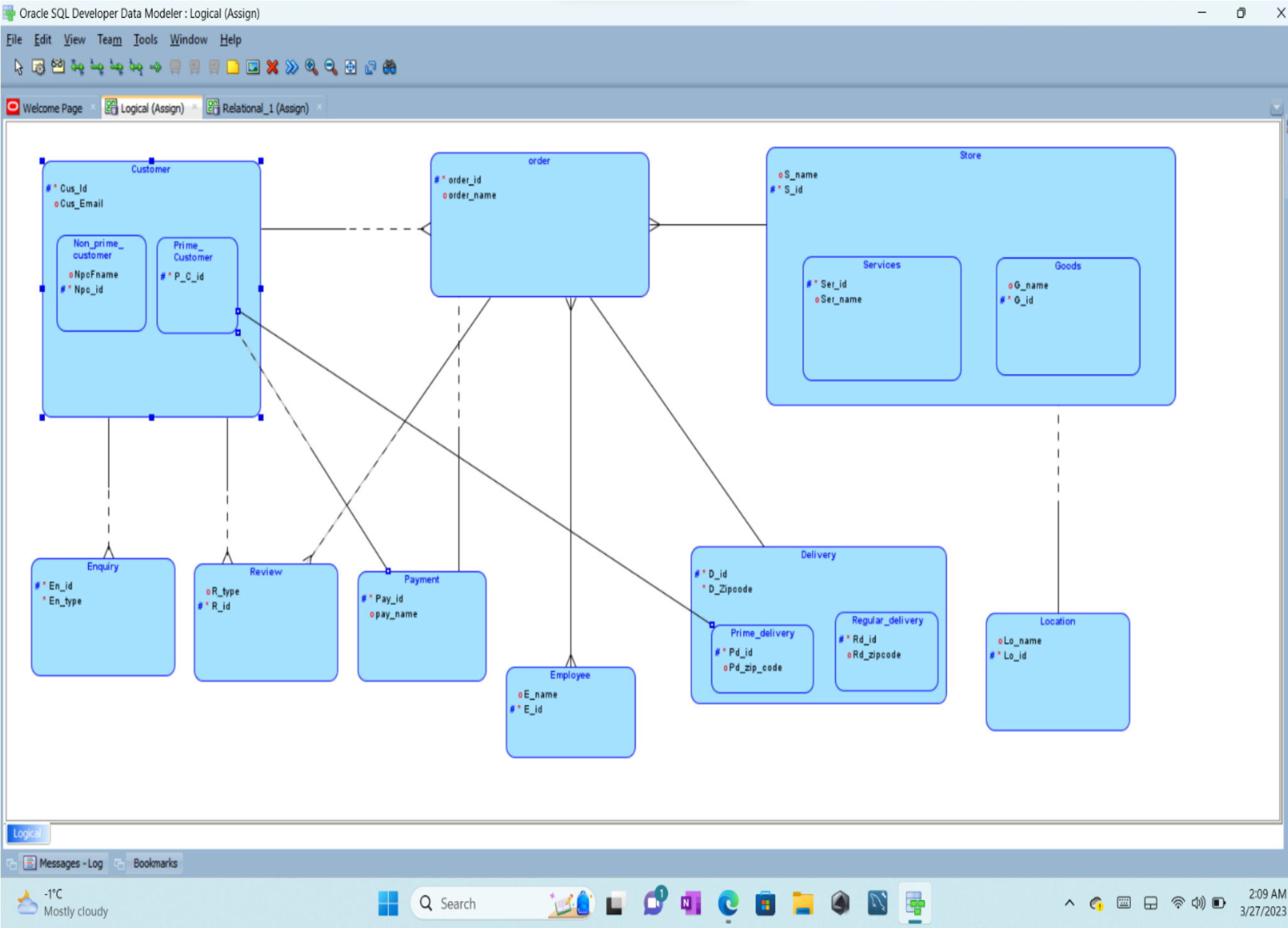
5.**Enquiries:** A customer may ask one or more enquiries. And every enquiry must belong to a single customer.

6. **Employee:** Every order must be done by one or more employees. one employee may do may order.

7.**Store:** Store is offering two things **a) Service, b) Goods**

8.**Location:** Every store must have a location but its not true for every location.

9. **Order:** According to Richiefeed.com business term an order must belong to one store.



In this design I take inspiration from Richiefeed.com but I made significant change.

## **Lesson Learned:**

- Richiefeed .com website is a gardening e commerce website. So, There should be a subscription based service, That was not available in the website but I included in my design .
- So I created a different type of delivery (prime delivery) for prime customers. This is second change I created by myself that was not available on website.
- My first assumption was that anyone has the potential to become a customer, and therefore as a business, we must first engage with them. One way to do this is by offering free inquiries or consultation. So, there are two types of customers.
- If I get a chance I will divide employee into two major section 1) Full time 2) Part time .
- Stores provide service and goods. We can further divide these section in many possible parts.