

Chairs E-Commerce Website Plan

Day 01: Marketplace Type

General E-Commerce: The platform focuses on selling customizable, high-quality chairs designed to cater to a wide range of needs, including homeowners seeking comfort and style, businesses requiring ergonomic solutions, and event organizers looking for versatile and durable options.

Business Goals

- **Solve a Problem:** Address the need for affordable, customizable, and high-quality chairs that fit various purposes and aesthetics.
 - **Target Audience:** Serve a diverse clientele, including homeowners, businesses, interior designers, and event organizers.
 - **Unique Selling Proposition (USP):** Offer unmatched customization options, competitive pricing, and expedited delivery services to stand out from competitors.
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Key Features

1. Product Catalog:

- High-resolution images and detailed descriptions for every chair model.
- Advanced filters to sort products by size, material, color, price, and more.

2. Order Management:

- Enable real-time order tracking to keep customers informed.
- Allow for modifications or cancellations before shipping.

3. Payments:

- Provide secure and diverse payment options, including credit cards, digital wallets, and bank transfers.
- Support multiple currencies for international customers.

4. Customer Management:

- Maintain user profiles with order history, preferences, and feedback.
- Offer personalized recommendations based on past purchases.

5. Shipping:

- Ensure timely and reliable delivery with live tracking features.
 - Provide shipping updates through SMS and email notifications.
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Marketing Strategies

- **Flash Sales:** Conduct periodic flash sales to attract and retain customers, offering significant discounts on popular items.
 - **Social Media Campaigns:** Leverage platforms like Instagram, Facebook, and Pinterest to showcase product customization options and engage with a wider audience.
 - **Loyalty Programs:** Reward repeat customers with points, discounts, or exclusive early access to new product launches.
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Data Schema

- **Products:** Maintain a database with fields such as product ID, name, price, available stock, and customization options.
 - **Orders:** Store order-related details, including order ID, customer information, product details, order status, and timestamps.
 - **Customers:** Keep records of customer profiles with unique IDs, names, contact details, addresses, and purchase history.
 - **Shipments:** Track shipping information with shipment IDs, corresponding order IDs, delivery status, and estimated arrival dates.
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Growth Opportunities

1. **Expand Product Line:** Introduce complementary furniture items, such as tables, desks, and storage solutions, to cater to broader customer needs.
2. **Leverage AR/VR Technology:** Incorporate augmented and virtual reality tools to allow customers to visualize how customized chairs will look in their spaces before purchasing.
3. **Bulk Order Collaborations:** Partner with corporate offices, event management companies, and furniture retailers for bulk purchase opportunities, offering discounts and exclusive customization options for larger orders.

Data Schema

1. Products

Field Name	Data Type	Description	Constraints
product_id	INT	Unique identifier for each product.	Primary Key, Not Null
name	VARCHAR(100)	Name of the product.	Not Null
description	TEXT	Detailed description of the product.	-
price	DECIMAL(10,2)	Price of the product.	Not Null
stock	INT	Number of units available.	Default: 0
customization_options	JSON	Customization details (e.g., color, size).	-
category	VARCHAR(50)	Product category (e.g., Office, Home).	-
image_url	VARCHAR(255)	URL for the product image.	-
created_at	TIMESTAMP	Timestamp when the product was added.	Default: Current Time
updated_at	TIMESTAMP	Timestamp for the last update.	Default: Current Time

2. Orders

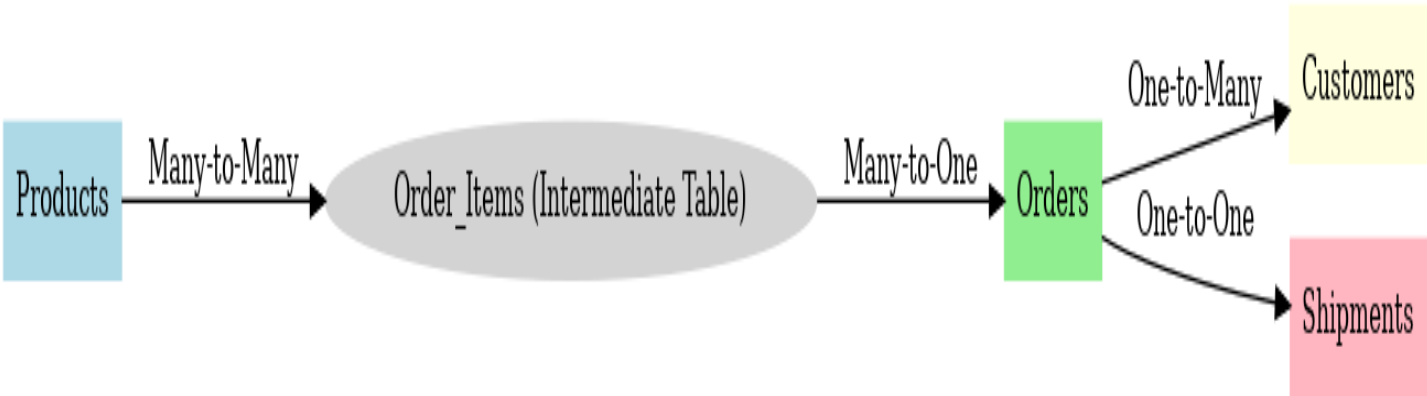
Field Name	Data Type	Description	Constraints
order_id	INT	Unique identifier for each order.	Primary Key, Not Null
customer_id	INT	ID of the customer placing the order.	Foreign Key (Customers)
total_amount	DECIMAL(10,2)	Total cost of the order.	Not Null
order_status	VARCHAR(50)	Current status of the order (e.g., Pending, Shipped, Delivered).	Default: Pending
created_at	TIMESTAMP	Timestamp when the order was created.	Default: Current Time
updated_at	TIMESTAMP	Timestamp for the last status update.	Default: Current Time

3. Customers

Field Name	Data Type	Description	Constraints
customer_id	INT	Unique identifier for each customer.	Primary Key, Not Null
name	VARCHAR(100)	Full name of the customer.	Not Null
email	VARCHAR(100)	Email address of the customer.	Unique, Not Null
phone	VARCHAR(15)	Contact number of the customer.	Unique
address	TEXT	Shipping address of the customer.	-
created_at	TIMESTAMP	Timestamp when the profile was created.	Default: Current Time
updated_at	TIMESTAMP	Timestamp for the last update.	Default: Current Time

4. Shipments

Field Name	Data Type	Description	Constraints
shipment_id	INT	Unique identifier for each shipment.	Primary Key, Not Null
order_id	INT	ID of the associated order.	Foreign Key (Orders)
status	VARCHAR(50)	Current shipment status (e.g., In Transit, Delivered).	Default: In Transit
tracking_number	VARCHAR(50)	Unique tracking number for shipment.	-
estimated_delivery	DATE	Expected delivery date.	-
created_at	TIMESTAMP	Timestamp when the shipment was created.	Default: Current Time
updated_at	TIMESTAMP	Timestamp for the last status update.	Default: Current Time



Relationships

1. **Products → Orders:** A product can appear in multiple orders.
 - Many-to-Many relationship (can be managed using an intermediate table like `order_items`).
2. **Orders → Customers:** Each order is placed by one customer.
 - One-to-Many relationship.
3. **Orders → Shipments:** Each order is associated with one shipment.
 - One-to-One relationship.