MARKET TYPE:

Choice: Hybrid Q-commerce for Rentals

Primary Purpose:-

The purpose of this hybrid Q-commerce platform is to cater to event essentials such as party decoration, catering supplies, and other related items. Customers will have the option to either purchase or rent the items, depending on their needs. The platform will focus on providing quick delivery of rental and purchase goods, ensuring convinence for last-minute event preprations

DEFINE BUSINESS GOALS.

Q. What problem does your marketplace aim to solve?
The marketplace addresses the following problems.
- Last minute event needs.
- High upfront cost.
- Sustainability
- Convenience.

Q Who is your target audiance?

- Event organizers and planners.
- Individual hosting small to mid-sized parties.
- Small businesses requiring catering or décor supplies for short-term use.

Q What product or services will you offer?

PRODUCTS

- Rental Items:-
  - Party decorations (lights, backdrops, table runners)
  - Catering equipment (cups, plates etc)

- Purchase Items:-
  - Dispusable plates, cutlory and plates cups.
  - Party favors, balloons and banners.

SERVICES:-

- Quick deliveries (same day or scheduled)
- Rental management (pickup and return logistics)
- Customization for certain products (e.g banners or signage).

Q What will set your marketplace apart?

- Speed :- Ultra fast delivery using the Q-commerce model, with a focus on same-day delivery.
- Affordability:- Competitive rental rates, reducing the need for mostly purchases
- Sustainability:- Promotion of eco-friendly and reusable items to minimize environmental impact.
- Convinenience:- A user-friendly platform with real-time inventory updates and easy rental management.
- Customization:- Personalized event supplies such as banners or themed decorations

DATA SCHEMA

① Identify the entities in your marketplace.

Products :- Includes both rental and purchase items
Orders :- Tracks customers purchases and rental details
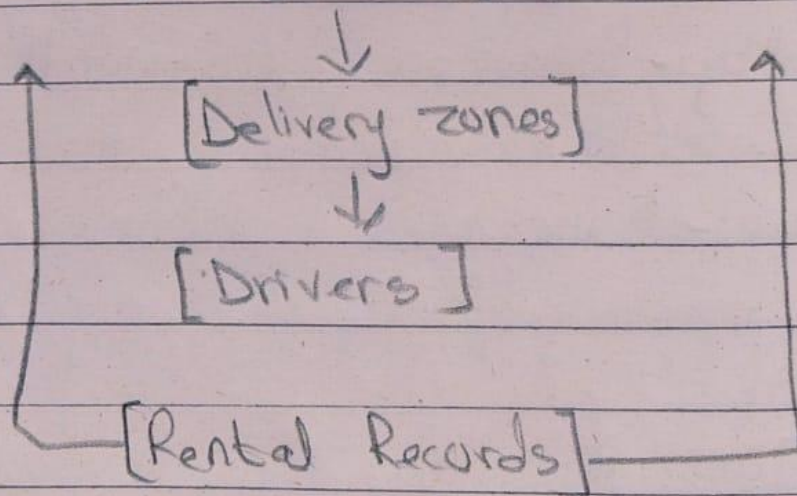Customers :- Includes user profile with details
Delivery zones :- Covers the area served by marketplace
Drivers :- Delivery personal assigned to orders
Rental Records : Tracks rental periods, return dates and condition of rental items.

② Draw relationships b/w these entities

[customer] → [orders] → [Products]
              ↓
        [Delivery zones]
              ↓
         [Drivers]

        [Rental Records]

Q Focus on including key fields for each

PRODUCTS
- ID
- Name
- Price
- Rental Price
- Stock
- Category
- Status

Customers
- Customer ID
- Name
- Contact Info
- Address
- References
- Rental History

ORDERS:-
- Order ID
- Customer info
- Order Details
- Total Price
- Status
- Delivery Dates

Drivers
- Driver ID
- Name
- Contact Info
- Assigned zone
- Availability zone
- Status

DELIVERY ZONE
- Zone name
- Coverage area
- Assigned Drivers

RENTAL RECORDS
- Rental ID
- Customer ID
- Product ID
- Start/End Date
- condition