

E-Commerce Marketplace Project Plan

MARKETPLACE TYPE: Q-COMMERCE "HACKATHON 3"

Project Title: Foodify - Your Ultimate
Online Food Destination

• Purpose:

To create a robust and user-friendly Q-commerce platform named Foodify, specializing in delivering fresh, high-quality food items efficiently and effectively. The platform caters to all food enthusiasts by providing a seamless shopping experience, an extensive range of food categories, secure payment methods, and real-time tracking features.

• Business Goals:

1: Problem Solved: Provide a centralized

platform for high-quality, affordable food products with a wide variety of options, saving time and effort for customers.

2: Target Audience:

Food enthusiasts of all ages, including students, professionals and families.

3: Unique Selling Points (USPs):

- Fresh and high-quality food products.
- Fast and reliable delivery services.
- User-friendly interface with smart filters.

Key Features of the Platform

1: Product Categories:

- Ready-to-eat meals
- Snacks and beverages
- Deserts and sweets
- Fresh produce and groceries

2: Search and Filter Options:

- Customers can filter products by price, dietary preferences and availability.

3: Search Payments Methods:

- Including credit/debit cards, mobile wallets, and cash on delivery.

4: Order Tracking:

- Real-time tracking of the order status.

5. Customer Reviews and Ratings:

- Users can rate products and provide feedback.

6. Returns and Refund Policy:

- Transparent return and refund policies to ensure customer satisfaction.

DATA SCHEMA FOR FOODIFY: A COMPREHENSIVE FOOD DELIVERY SYSTEM

1: Product Table

- ProductID: P001
- Name: Biryani
- Category: Meals
- Price: 250
- Stock: 50

2: Product Review Table

Review 1:

- ReviewID: R001
- CustomerID: C001
- ProductID: P001
- StoreID: ST001
- IsApproved: Yes
- Title: Meal
- ReviewText: "The biryani was amazing"

Review 2:

- ReviewID: R002
- CustomerID: C002
- ProductID: P001

Store ID: ST001

Is Approved: Yes

Title: Good Value

Review Text: "Great taste for the price"

3. Orders Table:

Order 1:

Order ID: O001

Product ID: P001

Total Price: 500

Discount: 0

Quantity: 2

Customer ID: C001

Shipping Status: Delivered

Order 2:

Order ID: O002

Product ID: P001

Total Price: 250

Discount: 0

Quantity: 1

Customer ID: C002

Shipping Status: Pending

4: Customer Table

Customer 1:

- CustomerID: C001
- CustomerGuid: GUID-12345
- Username: Amir Khan
- Email: Amir@gmail.com

Customer 2:

- CustomerID: C002
- CustomerGuid: GUID-67890
- Username: Sana Khan
- Email: Sana@hotmail.com

5: Shipment Table

ShipmentID: S001

OrderID: O001

Tracking Number: TRK123456

Total Weight: 2kg

Shipped Date: 2025-01-10

Status: Delivered

Shipment 2:

ShipmentID: S002

OrderID: O002

Tracking Number: TRK654381

Total Weight: 1 kg
Shipped Date: 2025-01-12
Status: Shipped

6: Shipment Item Table:

Shipment Item 1:

- Shipment Item ID: SI001
- Shipment ID: S001
- Order Item ID: OI001
- Quantity: 2

Shipment Item 2:

- Shipment Item ID: SI002
- Shipment ID: S002
- Order Item ID: OI002
- Quantity: 1

7: Warehouse Table

Warehouse:

- Warehouse ID: W001
- Name: Central Warehouse
- Admin Comment: Main storage

8: Order Item Table

Order Item 1:

- OrderItemID: OI001
- OrderItemGuid: GUID-ORDITEM-001
- OrderID: 0001
- ProductID: P001
- Quantity: 2

Order Item 2:

- OrderItemID: OI002
- OrderItemGuid: GUID-ORDITEM-002
- OrderID: 0002
- ProductID: P002
- Quantity: 1

9: Product Category Map Table Mapping:

- ID: PCM001
- ProductID: P001
- CategoryID: CAT001
- Is Featured Product: Yes
- Display Order: 1

10: Category Table

Category:

- CategoryID: CAT001
- MetaDescription: Delicious Meals
- MetaTitle: Meals
- ParentCategoryID: None

Customer
CustomerID: C001
Username: Amir Khan
Email: Amir@example.com

places

Order
OrderID: O001
CustomerID: C001
Total Price: 500
Status: Delivered
Quantity: 2

has

Shipment
ShipmentID: S001
OrderID: O001
TrackingNo: TRK445
Status: Delivered

Product
ProductID: P001
Name: Biryani
Price: 250
Stock: 50

has

Order Item
OrderItemID: OI001
OrderID: O001
ProductID: P001
Quantity: 2

receives

Product Review
ReviewID: R001
CustomerID: C001
ProductID: P001
Title: Delicious Meal

Business Strategies

1. Social Media Marketing:

- Leverage platforms like Instagram and Facebook to promote new offers and discounts.

2. Email Campaigns:

- Send personalized emails with offers and updates on new arrivals.

3. Partnerships:

- Collaborate with food bloggers and influencers to enhance visibility.

4. Referral Program:

- Offer discounts for customer referrals to encourage organic growth.

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