E-Commerce Manket place Project Plan

MARKETPLACE TYPE: Q-COMMERCE "HACKATHON 3"

Project Title: Foodify-Your Ultimate
Online Food Destinction

. Pur pose:

user-friendly Q-commerce platform named Food if y, 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.

1: Problem Solved: Provide a centralized

platform for high-quality, affordable food roducts with a wide variety of options, saving time and effort customers. 2. larget Audience: Food enthusiasts of al ages, including students, professionals and families 3: Unique Selling Points (USPs): . Fresh and high-quality food products Fast and reliable delivery services. 3: Se . User-friendly interface with smar

Key Features of the Platform 1: Product Categories:

Ready-to-eat meals

Snacks and beverages

Deserts and sweets IL onals. Fresh produce and groceries 2: Search and Filter Options: Ps): Customers can filter produits by price, dietary preferences and availability. vices 3: Search Payments Methods:
. Including credit/debit cards,
art 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 FOODTFY: A COMPREHENSIVE FOOD DELIVERY SYSTEM

1: Product Table

. Product ID: POO1

Name: Biryani Category: Meals Price: 250

. Stock: 50

2: Product Review Table Review 1:

· ReviewID: ROO1

· Customer TD. CO01

· ProductID: POO1

· Store ID: STOOL

· TsApproved: Yes · Title: Meal

· Review Text: "The biryani was amazing"

. Review 2:

. Review ID: ROO2

· Customer ID: C002

Product ID: POO1

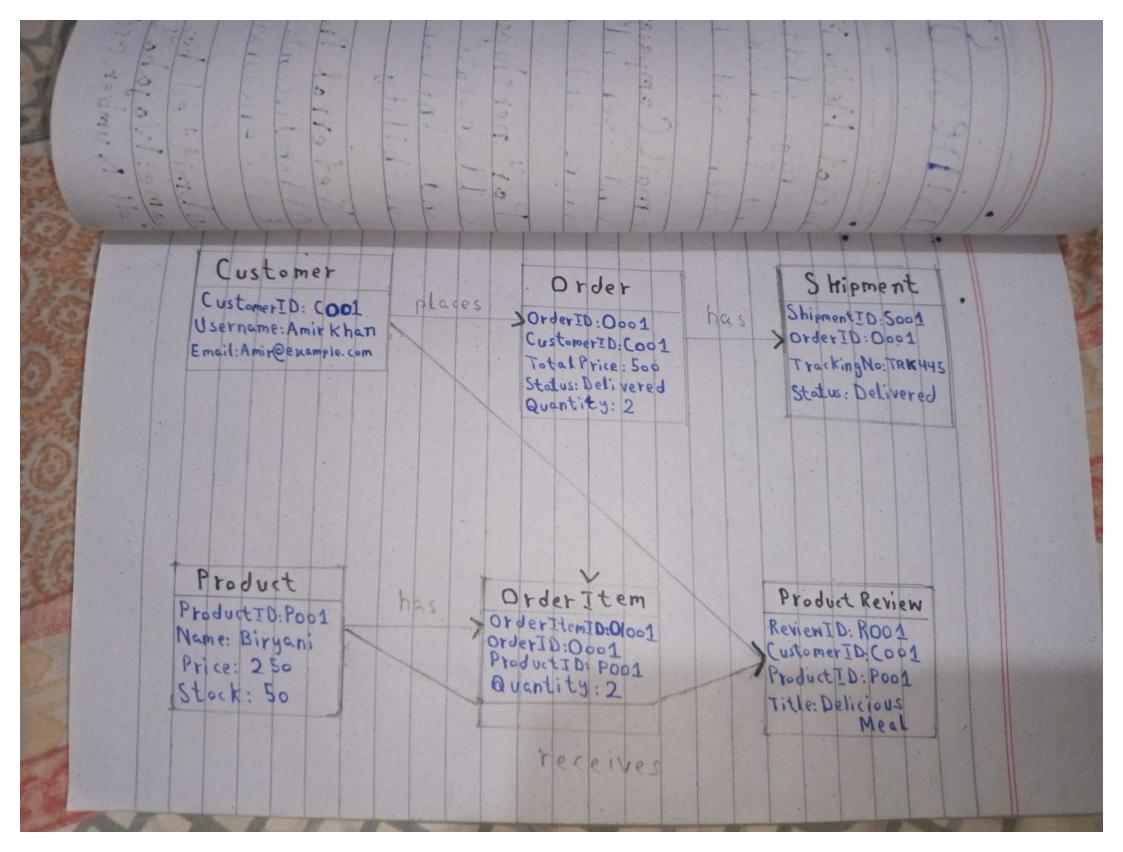
Store 1D: STOO1 Title: Grood Value
Review Text: "Great taste for the price" 3. Orders Table: Order 1: OrderID: Ooo1 Product TD: POO1 Total Price: 500 Discount: 0 Quantity: 2 Customer ID: CO01 Shipping Status: Delivered Order 2: Order ID: 0002 ProductID: Pool Total Price: 250 Discount: Quantity: 1 Customer ID: Coo2 Shipping Status: Pending

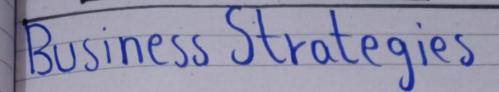
4: Customer Table Customer 1: . CustomerTD: Cool Cust omer Gruid: GOUTD-12345 Username: Amir Khan Email: Amir @gmail.com (ustomer 2: · Customer ID: Coo2 Customer Guid: GUID-67890 . Username: Sana Khan . Email: Sana@hotmail.com 5: Shipment lable ShipmentID: Soo 1 Order ID: 0001 Tracking Number: TRK123456
Total Weight: 2kg
Shipped Date: 2025-01-10
Status: Delivered Shipment 2: Shipment ID: Soo2 Order ID: 0002 Tracking Number: TRK 65 4381

Total Weight: 1kg Shipped Date: 2025-01-12 Status: Shipped 6: Shipment Item Table: Shipment Item 1: · Shipment I tem ID: STOO1 . Shipment ID: S001 Drder Item ID: 01001 · Quantity: 2 519 1 Shipment I tem 2: . Shipment Item ID: ST002 . Shipment ID: S002 . Order Ttem ID: 07002 . Quantity: 7: Warehouse Table Warehouse: · Werehouse ID: WOO1 Name: Central Warehouse Adim Comment: Main storage

8: Order Item lable Order Item 1. . Order I tem ID: 01001 Order I tembruid: GUID-ORDITEM-001 Order ID: 0001 Product ID: POO1 Quantity: 2 Order Item 2: Order Item ID: OIOO2 Order Item Gruid: GUID-ORDITEM-Order ID: 0002 Product TD: POO2 · Quantity: 9: Product Category MapTable Mapping: . ID: PCMOO1 · ProductID: POO1 Category ID: CATOO1 Is Featured Product: Yes Display Order: 1

10: Category Table Category: . CategoryID: CATOO1 MetaDescription: Delicious Meals Metalitle: Meals . Parent Category ID: None





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:
Offerdiscounts for customer refferals to encourage organic growth

Submitted by: Name: Wajahat ALi Roll Number: 00103369