

Market place type :

- Niche [E-COMMERCE]

Furniture (sofas and chairs) and included "electronics accessories (headphones) and in the future I can expand to home decor items".

Business Goals

Problem to Solve:

- Customer needs Affordable furniture and electronic accessories on a single platform. They should not have to visit multiple Websites for their needs.

Target Audience :

- My Target Audience are Young, Students, Professionals, Middle class families, Business Managers/Owners, Whose looking for Budget friendly furniture.

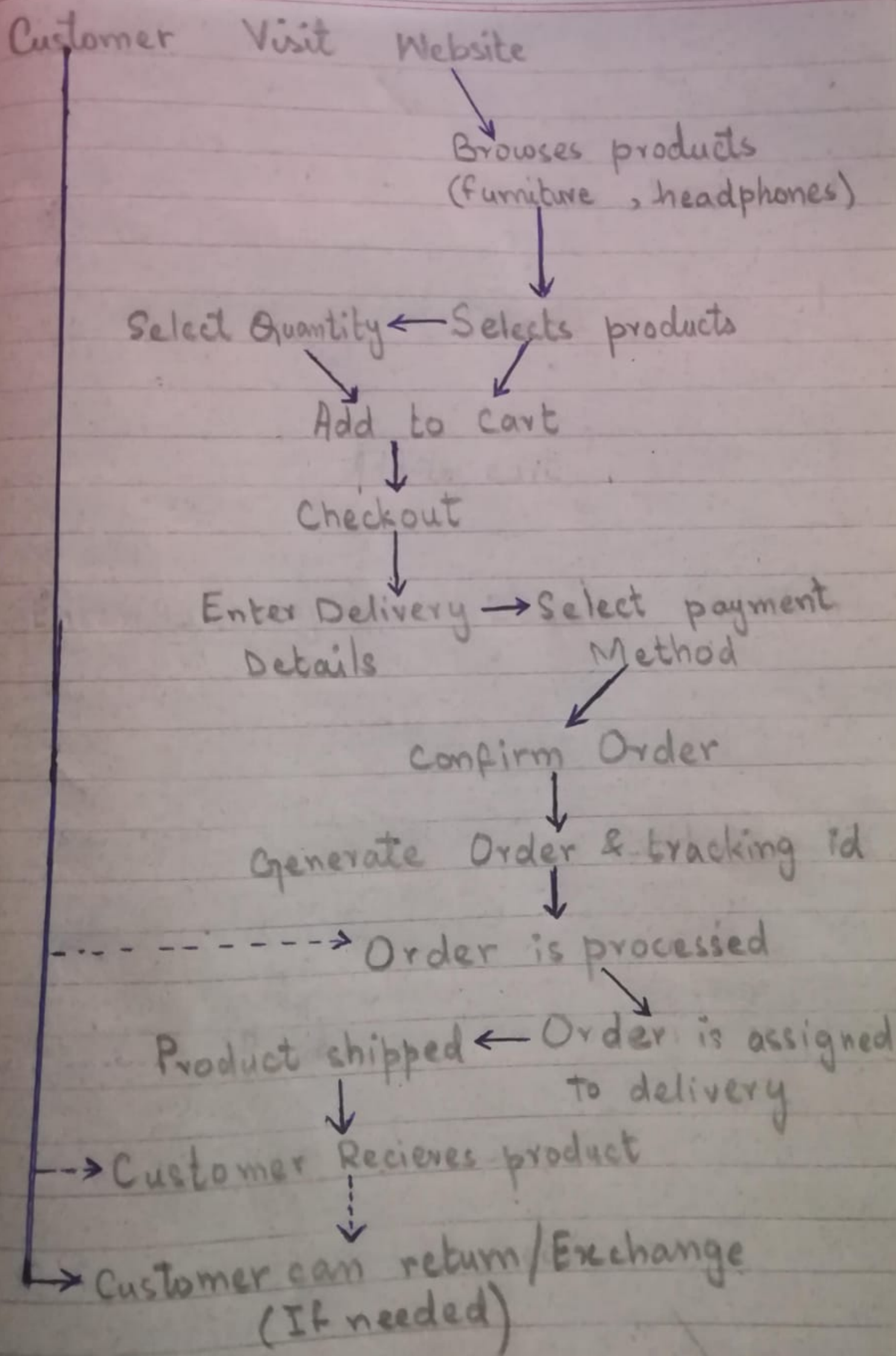
(USP)

- Offer bundle deals / combo deals like (Sofa + Headphones at Discounted price).
- Fast delivery Guarantee for both in 3 days.
- Allow customers to customize furniture.
- Being loyal with customer gives them a good quality furniture (sofa).

Marketing Strategy

- Run Creative campaigns on insta, facebook
- Flash sales to create urgency and drive traffic in website
- Offer discounts to customer.

Work Flow Website



"My Market place will provide affordable prices, combo offerse (e.g. Sofas + headphones), and easy return policies plus affordable for middle - class families in future i will add customization in future".

Product Schema

Product ID	Unique ID	=>	Primary key
Name	String	=>	Leather sofa
Price	Number	=>	29.00
Original Price	Number	=>	39.00
stock Quantity	Number	=>	43
Image	Asset.url	=>	image.url
Description	String	=>	A comfortable sofa
tags	string []	=>	latest, modern, new
Free delivery	Number	=>	10.00
colors	string []	=>	[#fff, #000000]

Customer Schema

Customer ID	Primary key	=>	1
Name	String	=>	Yusra
Email	String	=>	yusra@gmail.com
Address	String	=>	Malir Karachi
Phone Number	Number	=>	03102983718
Order history	String []	=>	[101, 103, 104]

Order Schema

Order ID	Primary key	=>	101
Customer ID	Foreign key	=>	1
Product ID	Foreign key	=>	1
Quantity	Number	=>	2
Order date	String	=>	2024-10-11
Total Price	Number	=>	599.98
Order Status	String	=>	(Pending shipped)

Delivery Schema

ZONE ID	Primary key	=>	1
Zone Name	String	=>	Gulshan
Area Coverage	String	=>	123 Street
Assigned drivers	String []	=>	Bilal
Estimated delivery	String	=>	2 days