

Hackathon 3 Day # 1

Step #1:-

Choose your Marketplace type

Marketplace Type: General E-Commerce.

Primary purpose:

Offer a wide range of sofas and related products directly to customers. Provide customization options of material, sizes and colours. Ensure a smooth online shopping experience with fast delivery, quality assurance, and easy returns.

Step #2:-

Define your Business Goals:

1) What Problem does your Marketplace aim to solve?

- Convenience: Help customers find the perfect sofa without visiting multiple physical stores.
- Affordability: Offer competitive prices with flexible payments options.
- Sustainability: Encourage eco-friendly purchases through quality, durable materials & optional rent services.

2) Who is your target audience?

Primary customers:

Homeowners furnishing or upgrading their homes
Renters looking for budget friendly & stylish furniture.

Business needing sofas for living room, office lounges or co-working spaces.

Demographics:

- Age: 25-55 years old.
- Location: urban and suburban areas.

3) What products or services will you offer?

- Products:

- Sectional sofas, recliners, loveseats, & sofa beds.
- Accessories such as cushions, throws & sofa covers.

- Services:

Customizable options for fabric color, & size.

Professional delivery and assembly service.

Warranty & maintenance plans.

Virtual tool for room visualization.

4) What will set your marketplace Apart?

- Customization: A wide range of personalization options.
- Speed: Faster delivery compared to traditional furniture stores.
- Affordability: Competitive pricing & flexible payments plans.
- User Experience: Advance tools like AR visualization & 24/7 customer support.
- Sustainability: Eco-conscious product offering & rental options.