Step 1: Choose Your Market Place Type

General E-Commerce

Primary Purpose:

The primary purpose of a General E-commerce marketplace is to offer a convenient platform where customers can shop for a diverse range of products, including electronics, clothing, household items, and beauty products, all in one place. It aims to simplify shopping, saves time, and provide competitive pricing, similar to platforms like Amazon or Daraz.

Secondary Purpose:

The secondary purpose is to enhance customer satisfaction, expand market reach, support sellers in showcasing products, and drive growth through efficient digital E-commerce.

Step:02 Define Your Business goals

- **<u>What problem does your marketplace aim to solve?</u>**

<u>Problem:</u>

Customers face difficulties finding a variety of products in one plane, leading to fragmented shopping experiences and wasted time. Sellers also face limited reach.

<u>Solution:</u>

My marketplace will provide a centralized platform where customers can easily browse and purchase a wide range of products, saving time and effort. In addition, it will help sellers to connect with more people and grow their business effortlessly.
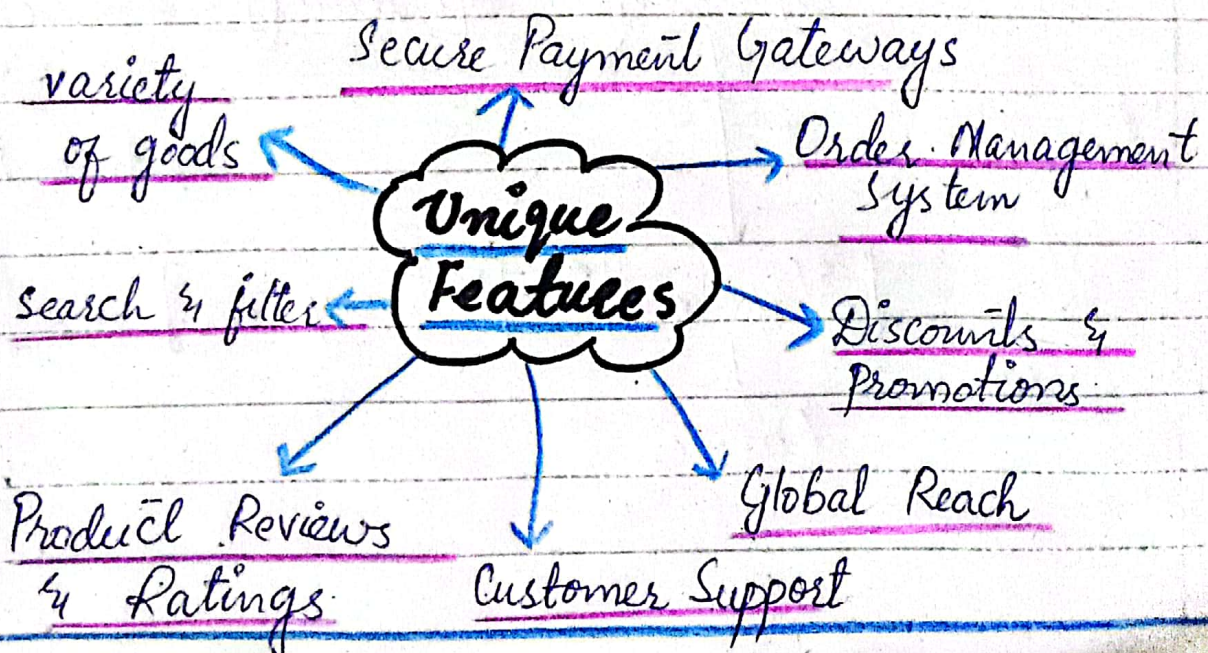
- **<u>Who is your target audience?</u>**
  → 18-45 age group people, tech-savvy, online shoppers
  → small businesses, entrepreneurs, brands and suppliers wanting to sell online
  → People looking for convenience, variety & good prices.
  → People looking for discounts, deals etc

- **What products or services will you offer?**

  I will offer a wide variety of products such as electronics, clothing, home decor, beauty products etc. Services may include reliable delivery options, secure payment solutions, customer support and marketing tools for vendors.

- **What will set your marketplace apart?**
  - → fast and responsive support
  - → Competitive pricing & Discounts
  - → Fast and Reliable Delivery
  - → Sustainability Focus
  - → Innovative Payment Options
  - → Customizable products
  - → Social proof and Reviews.

Unique Features

- variety of goods
- Secure Payment Gateways
- Order Management System
- Search & filter
- Discounts & Promotions
- Product Reviews & Ratings
- Customer Support
- Global Reach

Step 3 : Create a Data Schema:
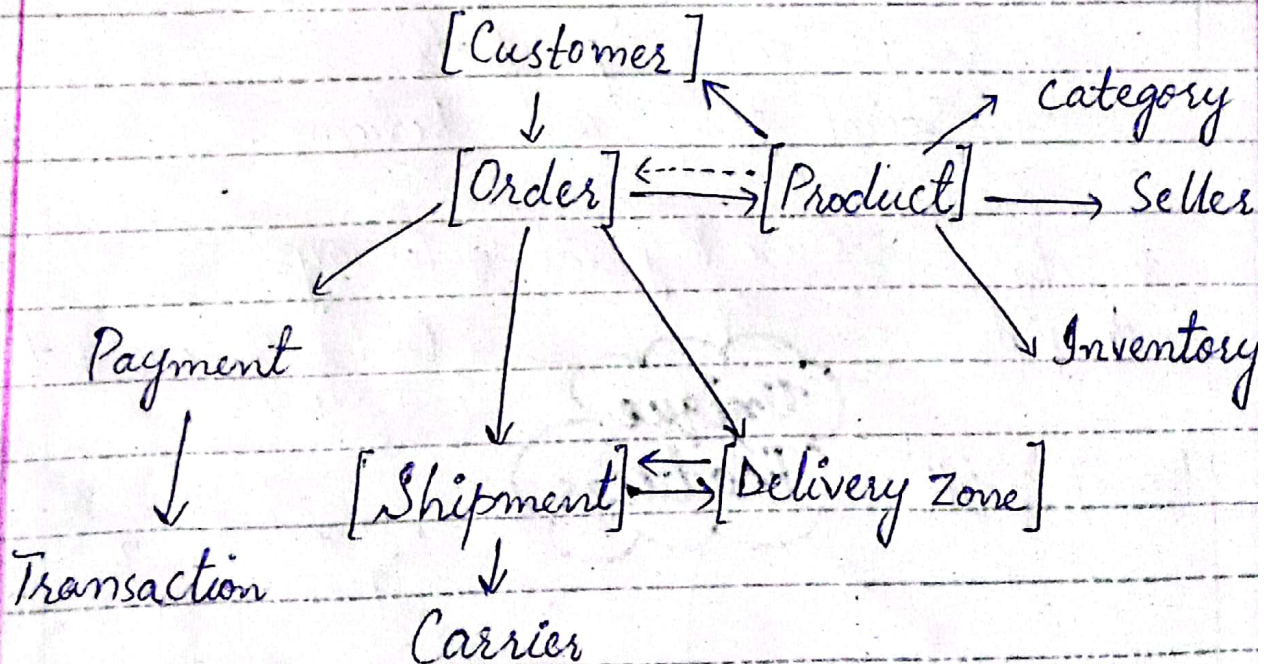
1. ## Entities :
   → Products
   → Categories
   → Orders
   → Payments
   → Reviews & Ratings
   → Shipping
   → Inventory
   → Customers
   → Delivery Zones

2. ## Relationship b/w Entities :

```
                    [Customer]
                        ↓                    ↗ Category
            [Order] ⇠-----⇢ [Product] ⟶ Seller

  Payment                                    ↘ Inventory

     ↓        [Shipment] ⇄ [Delivery Zone]
  Transaction      ↓
               Carrier
```

3. Key Fields for Each Entity:

Product:
→ Product ID
→ Name
→ Price
→ Stock
→ Category
→ Description
→ Image
→ Dimensions
→ color
→ Size
→ Reviews

Order:
→ Order Id
→ Customer Id
→ Order Date
→ Total Amount
→ Tax Amount
→ Order Status
→ Product Details

Customers:
→ Customer ID
→ Name
→ Contact Info
→ Address
→ Order History
→ CreatedAt
→ UpdatedAt

Delivery Zone:
→ DeliveryZone ID
→ Zone Name
→ Coverage Area
→ Assigned Drivers
→ Zip Code
→ Delivery Charge
→ Country
→ State
→ City

Shipment:
→ Shipment ID
→ Order ID
→ Carrier Name
→ Shipped Date
→ Status
→ Tracking number

Payment:
→ Payment ID
→ Order ID
→ Amount
→ Transaction ID
→ Date
→ Status
→ Method