Day 1 - Business Goals

Step 1: Choose Your Marketplace Type

General E-Commerce

Why?

- For a wide and global network across the world.
- For freehand and not to depend on something like Rental E-Commerce which depends on occasions and events.
- For big revenue from lower to higher type of products. Not like similar types of products contain normal rates like Quick commerce because everyday needs are not so expensive which can't generate so much profit as compared to E-Commerce.

Example:

Daraz = 540 million

FoodPanda = 200 - 400 million (GPT)

Step 2: Define Your Business Goals

Q1) What problem does my marketplace aim to solve?

If customers struggle to find a trustworthy platform that guarantees authentic products, transparent pricing, and exceptional customer service, your e-commerce marketplace could solve this by offering a reliable, personalized, and user-friendly shopping experience, prioritizing quality, trust, and convenience.

Q2) Who is my target audience?

Everyone who wants to buy and sell products online.

Q3) What products do I offer?

Every type of product contains an e-commerce website. (except impermissible)

Q4) What makes my marketplace unique?

1. **Performance:** Because of the latest tech trends and optimizations like Next.js etc.
2. **Sidechat:** To help users and to guide them
3. **Cart categorization:** Users get their cart items in categories.
4. **Affordability:** Lower prices from market and many more.

Step 3: Create a Data Schema

There are **7 entities** in my data schema.

1. Products
2. Orders
3. Carts
4. Customer
5. Delivery Zone
6. Shipment
7. Payments