

# WALMART

# E-COMMERCE MARKET PLACE

How Online Retail is Shaping  
the Future of Business.



PREPARED BY: MAHWISH KHAN





# Step 1

## BUSINESS GOALS

### Objective:

Walmart's objective is to provide a platform that connects buyers and sellers while streamlining business transactions. The purpose of this platform is to expand your business and establish a digital marketplace



# TARGET AUDIENCE

## Objective:

- Small & medium-sized businesses that want to sell their products online.
- Buyers who want to easily interact with trusted sellers.



# KEY FEATURES

- **Secure login & sign-up system for users (buyers & sellers).**
- **Product listing with categories & filtering options.**
- **Cart system for buyers to manage their purchases.**
- **Payment gateway integration for secure transactions.**
- **Real-time chat between buyers & sellers.**
- **Review & rating system to build trust**



# MONETIZATION PLAN

- **Commission on each transaction (e.g., 5%).**
- **Premium subscription plans for sellers with advanced features.**
- **Advertisement space for sellers to promote their products.**



# USER TABLE SCHEMA

Field Name	Data Type	Description
User_ID	Integer	Unique ID for each user
Name	String	User's full name
Email	String	User's email address
Password	String	User's encrypted password
Role	String	Buyer or Seller



# PRODUCT TABLE SCHEMA

Field Name	Data Type	Description
Product_ID	Integer	Unique ID for each user
Name	String	Product name
Price	Float	Product price
Category	String	Product category
Description	String	Details about the product
Stock	Integer	Available stock



# ORDER TABLE SCHEMA

Field Name	Data Type	Description
Order_ID	Integer	Unique ID for each order
User_ID	Integer	ID of the user placing the order
Product_ID	Integer	ID of the product ordered
Quantity	Integer	Quantity of the product ordered
Order_Status	String	Status of the order





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# RELATIONSHIPS

## ER Diagram Descriptions:

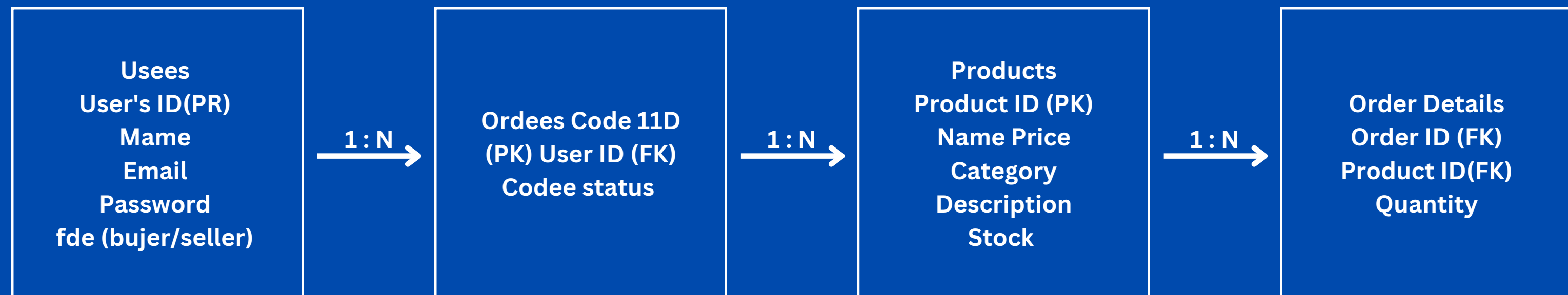
1. User  $\longleftrightarrow$  orders:

One usee can place multiple orders.

1. Order  $\longleftrightarrow$  Product

One order can contain multiple products.

## Diagram (Sketch)



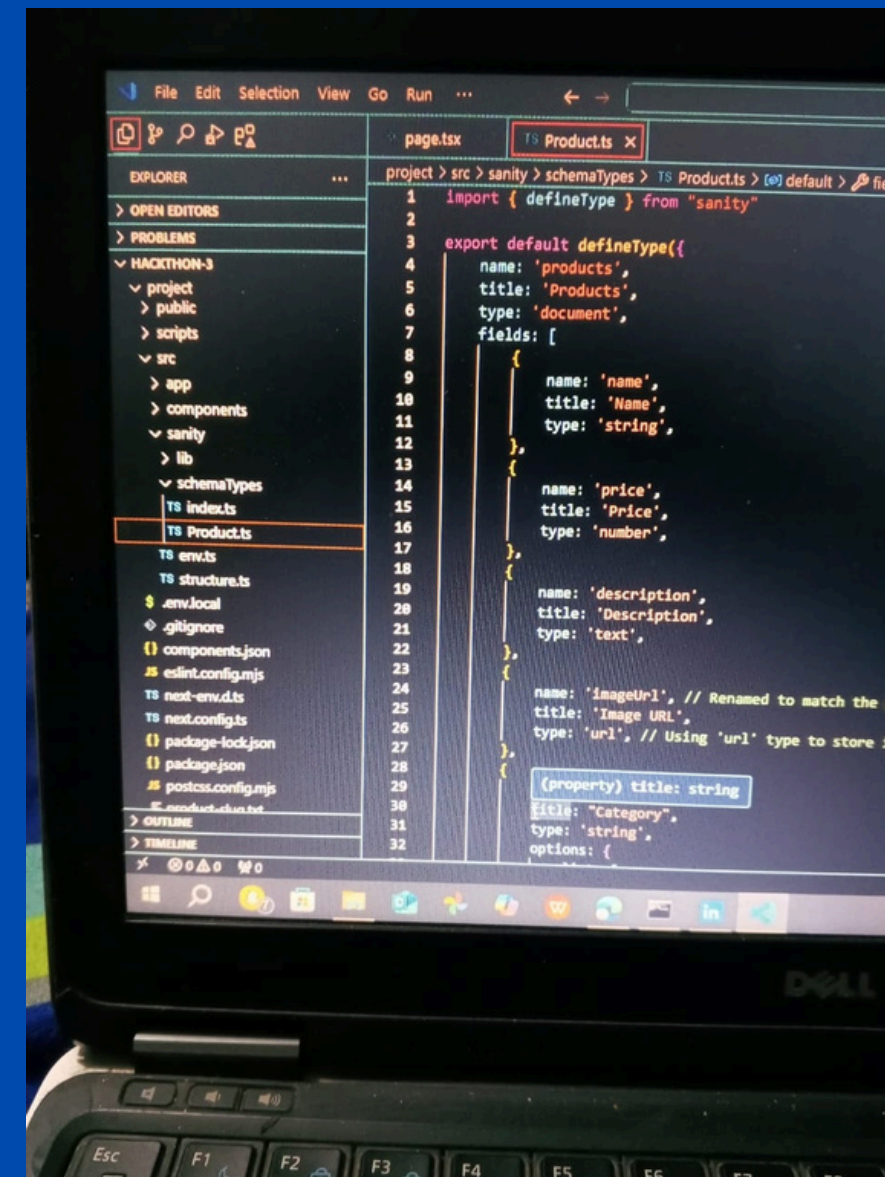


# CHALLENGES AND SOLUTIONS

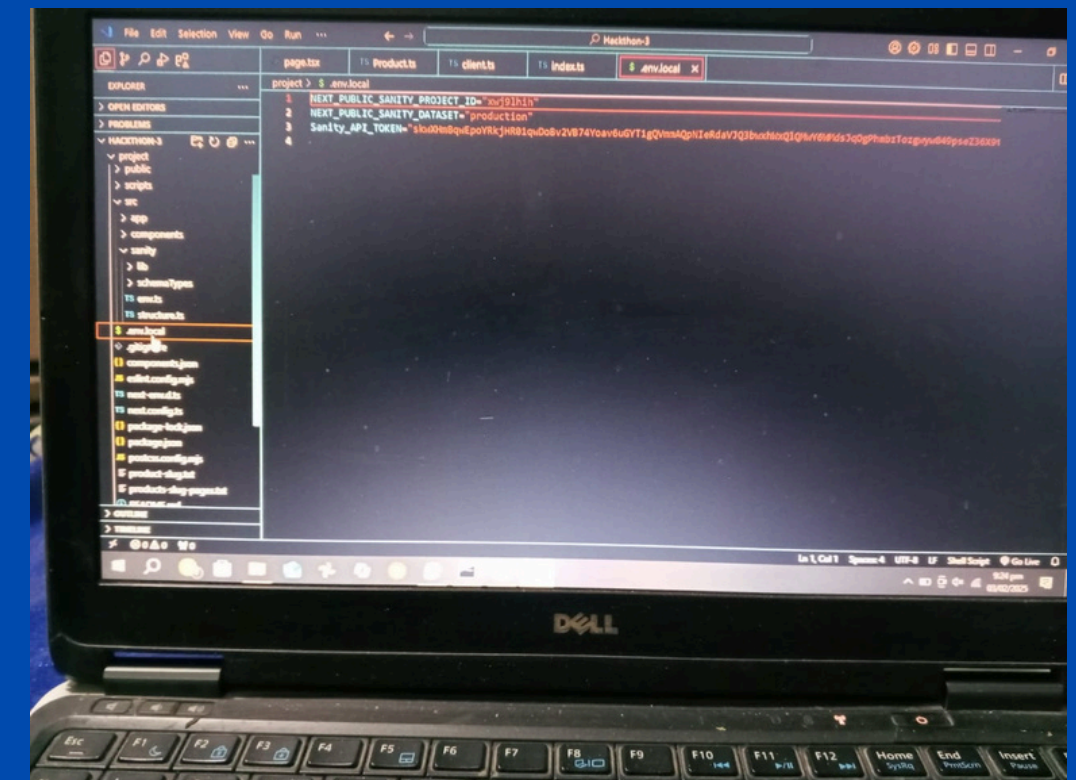
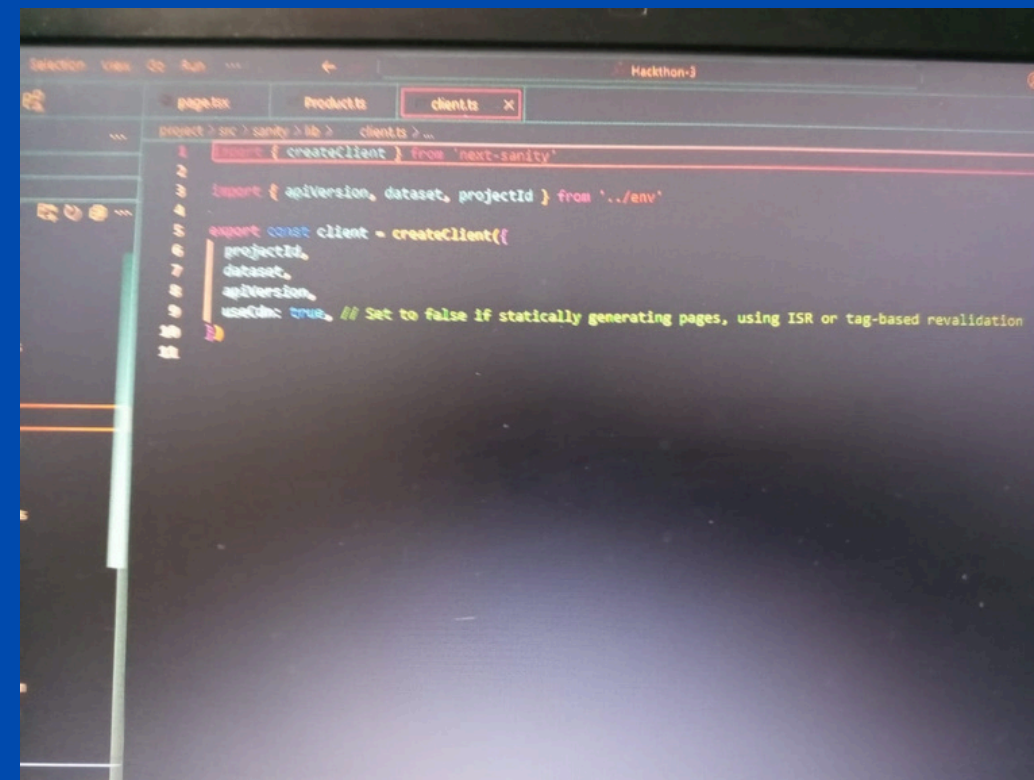
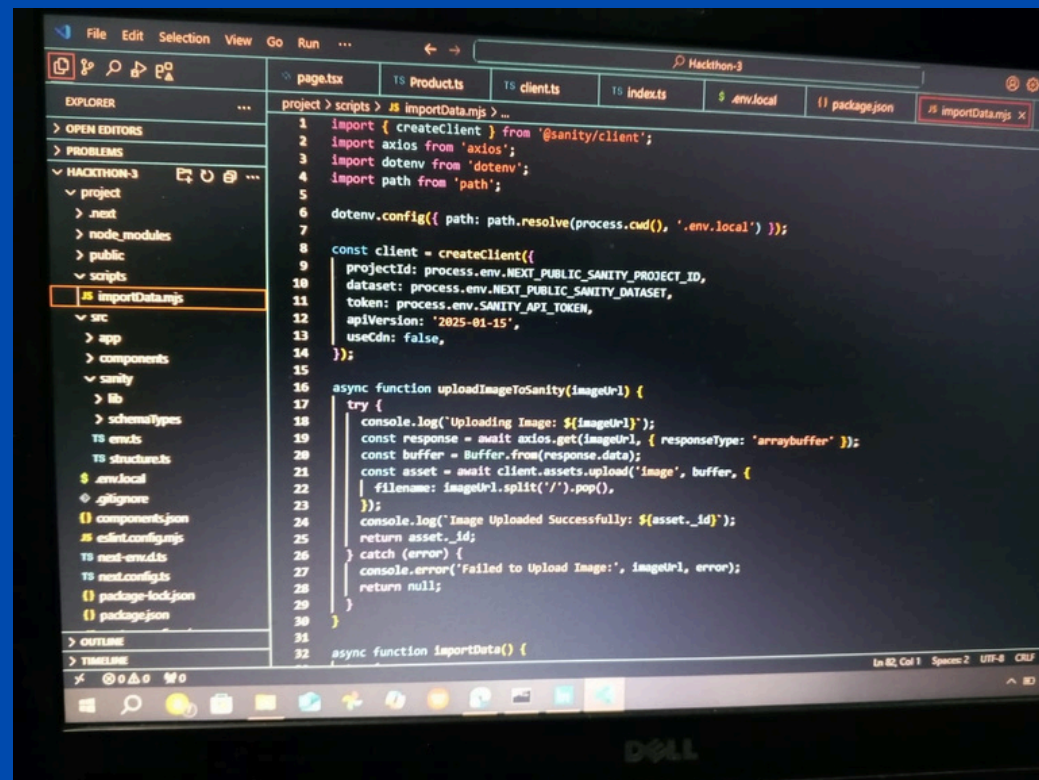
**Challenge: Ensuring secured transactions.**

**Solution: Use encrypted payment gateways & user authentication**

- **Challenge: Managing high traffic during peak sales.**  
**Solution: Implement scalable backend systems.**
- **Challenge: Preventing Fake reviews of listings.**









# SUBMISSION DETAILS

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**DATE: 15-JAN-2025**