

Marketplace Business Goals - SHOP.CO

Type: General E-Commerce

Purpose: The Purpose of Shop.Co is to create an online marketplace that delivers quality and seamless experience for buyers with various clothing accessories.

BUSINESS GOALS:

- Aims to provide quality clothing accessories
- Seamless UX to minimize bounce Rates
- Affordability
- fast delivery options.
- Smooth checkout
- Product filtering based on categories
- Smooth Management Operations

TARGET AUDIENCE:

- Young Athletes.
- Age groups between 15 to 40
- General Customers seeking value for money
- People seeking a variety of options to choose from

SERVICES:

- Customizable clothing options (e.g. tailored fits).
- Free delivery in nearby areas.
- Rich product catalog.
- All types of clothing accessories.

U.S.P:

- gifts and customized packaging
- Quality fabrics.
- List of Products
- Brand Identity
- Rapid Delivery
- Customer Support

DATA SCHEMA:

[Product]

_Product Id
_name
_Category
_Price
_Description
_images
_Available quantity
_faqs

[customer]

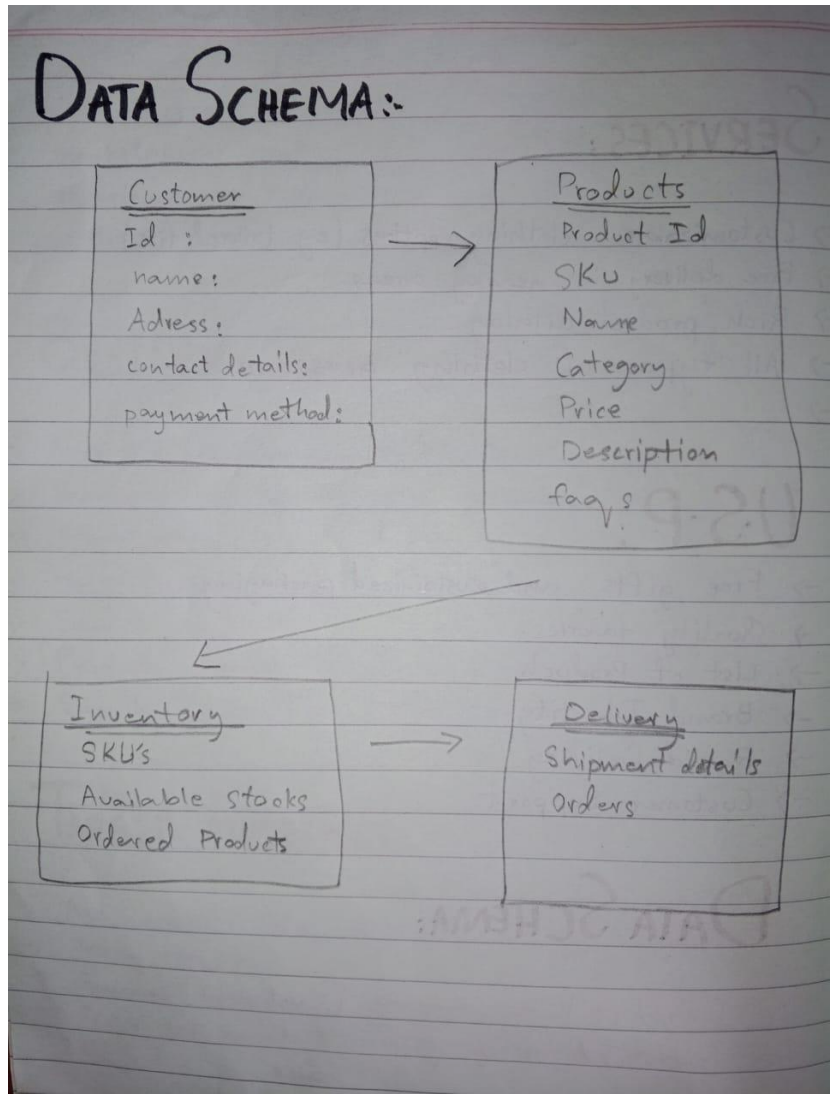
_user-Id
_Name
_Adress
_contact details
_payment method
_order-history

[Inventory]

_SKU'S
_Ordered Products
_available-stocks

[delivery]

_shipment-details
_orders



Data Schema Relationships

- A **Customer** places an **Order**, which is linked to a **Product** in the **Inventory**.
- The **Delivery** entity tracks the shipment details for each order.
- The **Product** entity contains details like price, description, and available quantity, which are displayed to the customer during browsing.