

Marketplace Business Goals - EasyMart

Step 1: Choose Your Marketplace Type

My marketplace type is **General E-Commerce**, where customers can shop for a variety of product categories in one place, ensuring a seamless and diverse shopping experience.

Step 2: Define Your Business Goals

1. My Business Goals:

- Offering a wide range of affordable products in one place.
- Finding better deals and reducing the cost of products.
- Solving trust issues by providing secure payment options.
- Providing aftersales support.
- Expanding product availability through partnerships with leading brands.
- Ensuring fast and efficient delivery times to improve customer satisfaction and retain repeat buyers.

2. My Audience:

- Individual shoppers
- Small business owners
- Gift buyers
- Local buyers and sellers

3. Product to Offer

- Shoes
- Fitness and Wellness Products:
- Men's and Women's Apparel
- Boys' and girls' items
- Sports and outdoor Gear

4. Services to Offer

- Delivery and shipping
- Product customization
- Gift wrapping
- Product installation services
- Customer Support
- Loyalty Programs and Discounts

Step 3: Create a Data Schema

1. Identify the Entities in Your Marketplace:

- i. **Product:** Items available for sale.
 - ID
 - Name
 - Description
 - Price
 - Stock Quantity
 - Category
 - Seller ID
- ii. **Orders:** Records the orders of customers for shipment.
 - Order ID
 - Customer ID
 - Order Date
 - Shipping Address
 - Total Amount
- iii. **Customers:** Records customers details for delivery.
 - Customer ID
 - Name
 - Email
 - Contact Info
 - Shipping Address
- iv. **Payments:** Tracks payment methods and amount.
 - Payment ID
 - Order ID
 - Payment Method
 - Amount
 - Payment Date
- v. **Shipment:** Tracks the movement of items from warehouse to customer.
 - Shipment ID
 - Order ID
 - Shipment Date
 - Delivery Date
 - Tracking Number
- vi. **Delivery Zones:** Areas covered by your logistics or service providers.
 - Zone ID
 - Zone Name
 - Coverage Area
 - Assigned Driver

2. Draw Relationships Between Entities:

[Product]

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[Order] -----> [Customer]

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[Payment] <----- [Order]

|

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[Shipment] <----- [Order]

|

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[Delivery Zone] <----- [Shipment]

Explanation:

- Product is linked to Order through the Product ID, and the Order contains details about the Customer (like name, email, etc.).
- Order is connected to Payment since each order will have a corresponding payment.
- Order is also connected to Shipment, where the Order ID links the shipment with the order.
- Shipment has a relationship with Delivery Zone, indicating which zone is responsible for the delivery of that shipment.