

Created by :- ASMA SHAHAB
MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Roll no 1438 Hijri 00438334 March 2017 Since 1922
Sir Hamza



Day 1:- Laying the Foundation for Your Market Place Journey



E-Commerce Marketplace Project Plan

Market place type:

General E-Commerce

4 7 J-Sani Saturday 5 8 J-Sani Sunday

* Purpose:- To provide a robust online platform connecting sellers and buyers, offering a shopping for a wide variety of products across multiple categories.

Example of platforms include Daraz and Amazon.

Friday 9am - 12pm



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29	30	31				

Business Goals:-

Step 1:- Problem Statements:-

- * Many consumers face difficulties accessing quality products at competitive price, delay in delivery and limited payment options.
- * Sellers struggle with reaching a larger audience and managing orders efficiently.

Step 2:- Target Audience.

* Primary Audience:-

9 J-Sani
Monday 6

Urban and Suburban shoppers
age 18-45.

10 J-Sani
Tuesday 7

* Secondary Audience:-

Small and medium size business looking to expand their customer base through an online platform.

Step 3:- Product/Services Offered:

Customer Relationship Department: 56-Quaid-e-Azam Industrial Estate, Kot Lakhpat, Lahore-54760, Pakistan
Ph: 92-42-35114165~66, Fax: 92-42-35119371 Email: crm@masood.com.pk,

MARCH						
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- * Electronic
- * Fashions and Apparel
- * Home & Kitchen.
- * Books and Stationery.

Step 8:- Unique Selling Points.

- * Speed
- * Affordability.
- * Personalization.

8 J-Sani
Wednesday Convenience

9 12 J-Sani
Thursday Trust.

Data Schema for the Marketplace :-

Fields:-

- 1 - Products:-
- Fields:-

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- * ID Unique identifier for product.
- * Name:- Product name.
- * Description:- Detailed product information.
- * Price : Selling price.
- * Stocks:- Current stock levels.
- * Category :- Product category.
- * Images:- Array of product images.
- * Rating.

2- Orders:-

Fields:-

- * Order ID.
- * Customer Information.
- * Product List.

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- * Total Amount.
- * Payment method.
- * Status.
- * Order dates.

3- Customers:-

* Fields:-

8. * Customers ID

- * Name
- * Email
- 13 16 J-Sani Monday
- 14 17 J-Sani Tuesday
- * Phone #
- * Address.

4- Delivery Zone:-

- * Zone Name.
- * Coverage Area.
- * Assigned Drivers.
- * Average Delivery Time.

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