

2/15/2025

PREPARED By: Ayan Sheikh

DAY ONE:

LAYING THE FOUNDATION  
FOR YOUR

MARKET PLACE JOURNEY

STEP ONE:

Choose your market place.

MARKET PLACE:

TYPE: E-commerce

INDUSTRY: Furniture

PURPOSE:

The purpose of this project is to build a Furniture E-Commerce platform that focuses on chairs & tables. This platform aims to provide customers with high-quality, durable, & aesthetically pleasing furniture that meets the needs of modern homes, offices, massage halls & and many more. By



1. Competitive pricing through direct sales.
2. Ergonomic design for comfort & functionality
3. A seamless ~~online~~ online shopping experience with easy customization option (such as colours, sizes, and materials)

## STEP TWO:

Define your business goals:

## PROBLEM SOLVING:

Problem we solved:

### 1) LACK OF AFFORDABLE & STYLISH FURNITURE OPTIONS

Problem:

Customers often struggle to find furniture that is both budget-friendly & modern in design.

Solution:

The platform provides stylish & affordable furniture options to cater to this gap.



## WHY CUSTOMERS WILL CHOOSE US:

### • WIDE SELECTION OF HIGH-QUALITY:

We offer a vast variety of furniture items from trusted & reputed manufacturers, ensuring that every piece is crafted with precision & durability. Whether you're looking for modern, classic & custom-designed pieces.

### • COMPETITIVE PRICING:

Our platform offers competitive pricing without compromising on quality. We strive to provide affordable options for all customers while maintaining the highest standard in design & functionality.

### • QUICK DELIVERY & EASY RETURNS:

We understand the importance of timely delivery, so we work with reliable logistics partners to ensure that products reach

## 2) LIMITED AVAILABILITY OF CUSTOMIZABLE DESIGNS

Problem:

There is a lack of personalization options in furniture, limiting customer's ability to find products that meet their specific needs.

Solution:

The platform offers customization options, including color, size & material choices, to give customer more flexibility.

## 3) ~~Business To Business Business~~ ~~Product In Home Or Office Space~~

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### TARGETED AUDIENCE:

- Hotels
- Restaurants
- Massage Hall
- Offices
- Homes
-



## • PRODUCT:

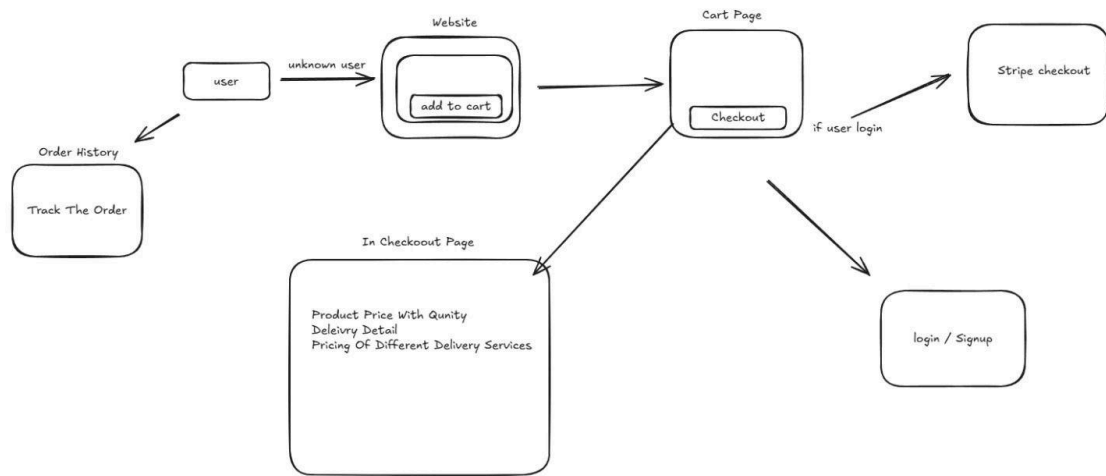
- 1) Name
- 2) Price
- 3) Stock → with an array of no object for sizes
- 4) Category → Reference to the category schema
- 5) Image
- 6) Description - string
- 7) Featured → Boolean
- 8) Shipping - Details → object with (weight, dimension)

## • ORDER:

- 1) User → Reference of the user schema
- 2) Items → array of object
- 3) Total Price
- 4) Status
- 5) ShippingStatus
- 6) Tracking Number
- 7) Created At

## • SHIPPING:

- 1) Address from → Store Address
- 2) Address to → user address



## STEP THREE:

# CREATE A DATA SCHEMA

### LIST OF SCHEMA'S:

- User (for login/signup and identify)
- Category (for specific niche)
- Product (by category / hot sale tag)
- Order (linked by product & user)
- Shipping (linked by order, product & also user)

### • USER:

- 1) Username
- 2) Email
- 3) Password → hashed
- 4) Address → object or Array of object for multi

### • CATEGORY

- 1) Name
- 2) Description
- 3) Image