

GIAIC Karachi, Pakistan

GIAIC
Karachi, Pakistan
+92-333-2236799
azmataliakbar@gmail.com

Day – 1 Hackathon – 3

17-01-2025

Reasons for Choosing E-Commerce Marketplace:

1. **Wide Reach:** Access to a global customer base, expanding beyond geographical limitations.
2. **Growing Demand:** Increasing consumer preference for online shopping.
3. **Low Overheads:** Reduced operational costs compared to traditional retail.
4. **Scalability:** Easy to scale operations and add new products or services.
5. **24/7 Availability:** Customers can shop anytime, increasing sales opportunities.
6. **Diverse Revenue Streams:** Monetize through commissions, subscriptions, or advertisements.
7. **Data-Driven Insights:** Leverage customer data for personalized marketing and product recommendations.
8. **Convenience:** Simplifies the buying process for customers, enhancing satisfaction and loyalty.

I Choose My Marketplace Type

General E-Commerce

1. Solve a Problem:

- Provide a seamless shopping experience with easy navigation and fast checkout.

2. Target Audience:

- Cater to a specific demographic (e.g., tech-savvy millennials, working professionals, or niche communities).

3. Product Offering:

- Offer high-quality, diverse, or niche products that address customer needs.

4. Competitive Edge:

- Focus on affordability, exclusive deals, fast delivery, or exceptional customer service.

5. Scalability:

- Build a scalable platform to accommodate growth in products, customers, and regions.

6. Brand Recognition:

- Establish a trusted brand with strong customer engagement and loyalty.

7. Sustainability:

- Incorporate eco-friendly practices to attract environmentally conscious customers.

These goals will help establish a solid foundation for your e-commerce business.

Reasons for Choosing E-Commerce Marketplace:

1. **Wide Reach:** Access to a global customer base, expanding beyond geographical limitations.
2. **Growing Demand:** Increasing consumer preference for online shopping.
3. **Low Overheads:** Reduced operational costs compared to traditional retail.
4. **Scalability:** Easy to scale operations and add new products or services.
5. **24/7 Availability:** Customers can shop anytime, increasing sales opportunities.
6. **Diverse Revenue Streams:** Monetize through commissions, subscriptions, or advertisements.
7. **Data-Driven Insights:** Leverage customer data for personalized marketing and product recommendations.
8. **Convenience:** Simplifies the buying process for customers, enhancing satisfaction and loyalty.

Prepared By: Azmat Ali

I Don't Choose My Marketplace Type

-

Q-Commerce: Not chosen due to the following risks:

- Potential loss of customer trust if goods are delayed.
- Local environmental factors (e.g., protests, road closures) impacting delivery times.
- Risk of running out of stock and failing to meet customer expectations.

-

-

-

Rental E-Commerce: Not chosen due to the following challenges:

- Risk of customers not returning, breaking, or losing rental items.
- Potential financial loss if customers disappear without settling dues.
- Difficulty in consistently finding reliable customers, leading to idle inventory.

Summary and Conclusion

Summary and Conclusion

I outlined a **general e-commerce marketplace** powered by **Next.js 15** and **Sanity CMS**. The business goals center on offering a seamless online shopping experience with efficient management of **customers, orders, products, and delivery zones**.

Data Schema Overview

1. **Customers:** Captures user profiles, preferences, and contact details to personalize the shopping experience.
2. **Orders:** Manages order details, statuses, and payment information for efficient order tracking and fulfillment.
3. **Products:** Catalogs product details, categories, inventory levels, and pricing for a dynamic storefront.
4. **Delivery Zones:** Defines geographic regions, delivery costs, and availability to streamline logistics.

Conclusion

This schema design, integrated with **Next.js** and **Sanity**, ensures scalability, flexibility, and ease of content management for your e-commerce platform. It aligns with your goals of delivering a robust and user-friendly marketplace.

Orders Schema

```
export default {
  name: 'order',
  title: 'Order',
  type: 'document',
  fields: [
    {
      name: 'customer',
      title: 'Customer',
      type: 'reference',
      to: [{ type: 'customer' }],
    },
    {
      name: 'orderDate',
      title: 'Order Date',
      type: 'datetime',
    },
    {
      name: 'products',
      title: 'Products',
      type: 'array',
      of: [{ type: 'reference', to: [{
        type: 'product'
      }]}],
    },
    {
      name: 'totalPrice',
      title: 'Total Price',
      type: 'number',
    },
    {
      name: 'status',
      title: 'Status',
      type: 'string',
      options: {
        list: [
          { title: 'Pending', value: 'pending' },
          { title: 'Shipped', value: 'shipped' },
          { title: 'Delivered', value: 'delivered' },
        ],
      },
    },
  ],
};
```

Prepared By: Azmat Ali

Products Schema

```
export default {
  name: 'product',
  title: 'Product',
  type: 'document',
  fields: [
    {
      name: 'name',
      title: 'Name',
      type: 'string',
    },
    {
      name: 'description',
      title: 'Description',
      type: 'text',
    },
    {
      name: 'price',
      title: 'Price',
      type: 'number',
    },
    {
      name: 'stock',
      title: 'Stock',
      type: 'number',
    },
    {
      name: 'category',
      title: 'Category',
      type: 'string',
    },
    {
      name: 'image',
      title: 'Image',
      type: 'image',
    },
  ],
};
```

Prepared By: Azmat Ali

Customers Schema

```
export default {
  name: 'customer',
  title: 'Customer',
  type: 'document',
  fields: [
    {
      name: 'name',
      title: 'Name',
      type: 'string',
    },
    {
      name: 'email',
      title: 'Email',
      type: 'string',
    },
    {
      name: 'contactInfo',
      title: 'Contact Info',
      type: 'string',
    },
    {
      name: 'address',
      title: 'Address',
      type: 'text',
    },
  ],
};
```

Prepared By: Azmat Ali

Delivery Zones Schema

```
export default {
  name: 'deliveryZone',
  title: 'Delivery Zone',
  type: 'document',
  fields: [
    {
      name: 'zoneName',
      title: 'Zone Name',
      type: 'string',
    },
    {
      name: 'coverageArea',
      title: 'Coverage Area',
      type: 'text',
    },
    {
      name: 'assignedDrivers',
      title: 'Assigned Drivers',
      type: 'array',
      of: [{ type: 'string' }],
    },
  ],
};
```

Prepared By: Azmat Ali