

E-Commerce Marketplace Project Plan

Marketplace Type: General E-Commerce

- **Purpose:** To provide a robust online platform connecting sellers and buyers, offering a seamless shopping experience for a wide variety of products across multiple categories. Examples of similar platforms include Daraz and Amazon.
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Business Goals

1. Problem Statement:

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

2. Target Audience:

- **Primary Audience:** Urban and suburban shoppers aged 18-45 with disposable income and digital literacy.
- **Secondary Audience:** Small and medium-sized businesses looking to expand their customer base through an online platform.

3. Products/Services Offered:

- Categories:
 - Electronics (mobile phones, laptops, accessories)
 - Fashion and Apparel (clothing, footwear, accessories)
 - Home and Kitchen (furniture, appliances, cookware)
 - Books and Stationery

4. Unique Selling Points (USPs):

- **Speed:** Optimized logistics for fast order fulfillment.
 - **Affordability:** Discounts, exclusive deals, and competitive pricing.
 - **Personalization:** AI-driven recommendations based on customer behavior.
 - **Convenience:** User-friendly navigation, one-click checkout, and multiple secure payment options.
 - **Trust:** Transparent policies for returns, refunds, and customer support.
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Data Schema for the Marketplace

Fields:

1. Products:

- Fields:
 - ID: Unique identifier for the product.
 - Name: Product name.
 - Description: Detailed product information.
 - Price: Selling price.
 - Stock: Current stock levels.
 - Category: Product category.
 - Images: Array of product images.
 - Ratings: Average user rating.

2. Orders:

- Fields:
 - Order ID: Unique identifier for each order.
 - Customer Info: Name, email, phone number.
 - Product List: List of products in the order (Product ID, Quantity).
 - Total Amount: Total cost of the order.
 - Payment Method: COD, credit card, or digital wallet.
 - Status: Pending, Confirmed, Shipped, Delivered.
 - Order Date: Date the order was placed.

3. Customers:

- Fields:
 - Customer ID: Unique identifier for each customer.
 - Name: Full name.
 - Email: Contact email.
 - Phone: Mobile number.
 - Address: Shipping address.

4. Delivery Zones:

- Fields:
 - Zone Name: Name of the delivery region (e.g., North Zone).
 - Coverage Area: Cities or areas covered.
 - Assigned Drivers: List of delivery personnel IDs assigned to the zone.
 - Average Delivery Time: Estimated delivery time for the zone.