

Laying the Foundation MarketPlace Journey

"Mind Map"

Date

Market place → E-Commerce

Large selection of section
 multiple categories
 everything in one place
 reach a broad customer base
 A wide range of Product

my Goals

Timely delivery Affordable & stylish product enhanced customer support for all customers	Customize options (customer preference) dedicated brand pages Wholesale for shop and shop owners Brand conscious customers	Customer (help center) supports supported local artisans Reliable platform for all customers and sellers
Home Owners, Renters, Designers, Shop owners, first time buyers, budget-conscious customers		Small businesses Artisans, Price-conscious customers

Product

Home decor Office decor whole sale product
 furniture specific brand

A part

Affordability Quality	streamlined Delivery dedicated whole sale services	verify & Review Rating Curated brand
--------------------------	-------------------------------------------------------	-----------------------------------------

(04)

Date

Hackathon 03 (Day 1 Task)

Laying the foundation marketplace Journey

I am Saira, a student in the 7 to 10 PM Tuesday Mts, and Sir Ali Jawwad is my teacher. I am starting my journey to build a rocket place under the guidance of Sir Ameer Alam at Governor Sindh Initiative for Agents AI. day one focus on laying the foundation for this exciting e-commerce venture where I am create a seamless platform for users.

Step 01 :-

★ Marketplace Type: General E-Commerce ★

I have chosen General E-Commerce as the type for my market place. To create a versatile platform where customers can explore, customize, and purchase home decor items, furniture & other related products.

? Why I Choose General E-Commerce

★ It facilitates large scale transactions & has a base of customer base.

Date

--	--	--

can find almost everything in one place.

Step 02 :-

→ My Business Goals: *

For my e-commerce market place I could consider these unique business goals.

① Affordable & Stylish Products:

(i) Problem: Customers often struggle to find affordable yet stylish home decor and furniture that fit their preferences & budgets.

* Solution: On my hand offer a diverse range of home decor & furniture that cater different style & price points making it accessible to homeowners, interior designers and first-time buyers.

② Wholesale for Shops:

(ii) problem: Shops find it difficult to source bulk products at affordable rates with customization options.

* Solution: Enable shop owners to purchase products in bulk at discount rates with wholesale price applied to larger quantities. Allow shop to customize their

Date

--	--	--

③ Timely Deliveries:

(iii) Problem: Delays in deliveries & high shipping cost make the online shopping experience frustrating, especially for bulky items.

* Solution: provide streamlined delivery services with affordable rates and flexible options to ensure timely & hassle-free deliveries for all customers including bulk orders.

④ Dedicated Brand Pages:

(iv) Problem: Customers often seek products from trusted and reputable brand but lack a centralized platform showcasing detailed brand information.

* Solution: Partner with reputable brands to source high-quality products, create dedicated brand pages that showcase detailed information & products & provide a curated shopping experience for loyal brand followers.

⑤ Support for Local Artisans:

(v) Problem: Local artisans & small businesses struggle to reach a broader audience for their unique products.

Date

--	--	--

④ Reliable Platform

(vi) Problem: Customers lack trust in online platform due to concerns about product quality, authenticity, and user experience.

* Solution: Build a reliable & user-friendly platform where customers can explore, compare, and confidently purchase high-quality product with secure payment options and detailed product descriptions.

⑤ Enhanced Customer Support

* Live chat, secure payment option, Review & Rating, curated shopping experience, Sustainable & seamless Multi-Device Integration.

→ Target Audience for My Marketplace ★1. Homeowners & Renters:

Individuals looking for affordable & stylish home decor and furniture to enhance their living spaces.

2- Interior Designers: Professionals seeking a diverse range of high-quality products to match their clients' design needs.

3- Shop owners:

Local retailers and shopkeepers purchasing product in bulk for resale at wholesale prices with options for customization and special discounts.

Date

5. Small Businesses or Artisans: local artisans and small scale manufacturers who want to showcase and sell their unique product on a broader platform.

6. Brand-Conscious Customers: shoppers seeking trusted and reputable brands, looking for detailed product information or a curated shopping experience.

7. Budget-Conscious Shoppers: customers who value affordability without compromising on style or quality.

→ Product & Services Offered by *

My Marketplace.

1. Home Decor Products:

(wall art, vase, rugs, curtains, lamps, etc)

2. Office Decor Products

(ergonomic chairs, desk, wall shelves, lighting, etc)

3. Furniture.

(Sofas, dining tables, beds, wardrobes, outdoor furniture, etc)

4. Customizable Options:

(designs, colors, materials, etc)

5. Wholesale Products for Shops:

(discounted rates, ability to customize orders, etc)

6. Brand-Specific Products:

(limited stock, seasonal or dedicated ranges, etc)

→ Set My Marketplace Apart: ★

1. Customization Options:

Customers or shop owners can personalize product according to their preferences, including size, color, material or design, that caters to the specific audience, a service not commonly available in many market places.

2-

2. Dedicated Wholesale Services:

Unlike most marketplaces, my platform will cater to shopkeepers by offering bulk purchasing options with wholesale price and additional discount for larger orders.

3. Affordability with Quality Assurance:

My marketplace will provide stylish and functional home or office decor at competitive price, offering excellent value without compromising quality.

4. Curated Brand Pages:

My marketplace will showcase product from reputable brands on dedicated pages with detailed brand information. This provides

Date

--	--	--

5. Empowering Local Artisans:
Unlike a traditional marketplace, my platform will provide a space for local artisans to showcase and sell their unique handmade products, promoting sustainable, locally made goods.

6. Streamlined Delivery for Bulk Orders:
My platform will offer efficient and affordable delivery options for bulk orders, ensuring reliability for shopkeepers and businesses.

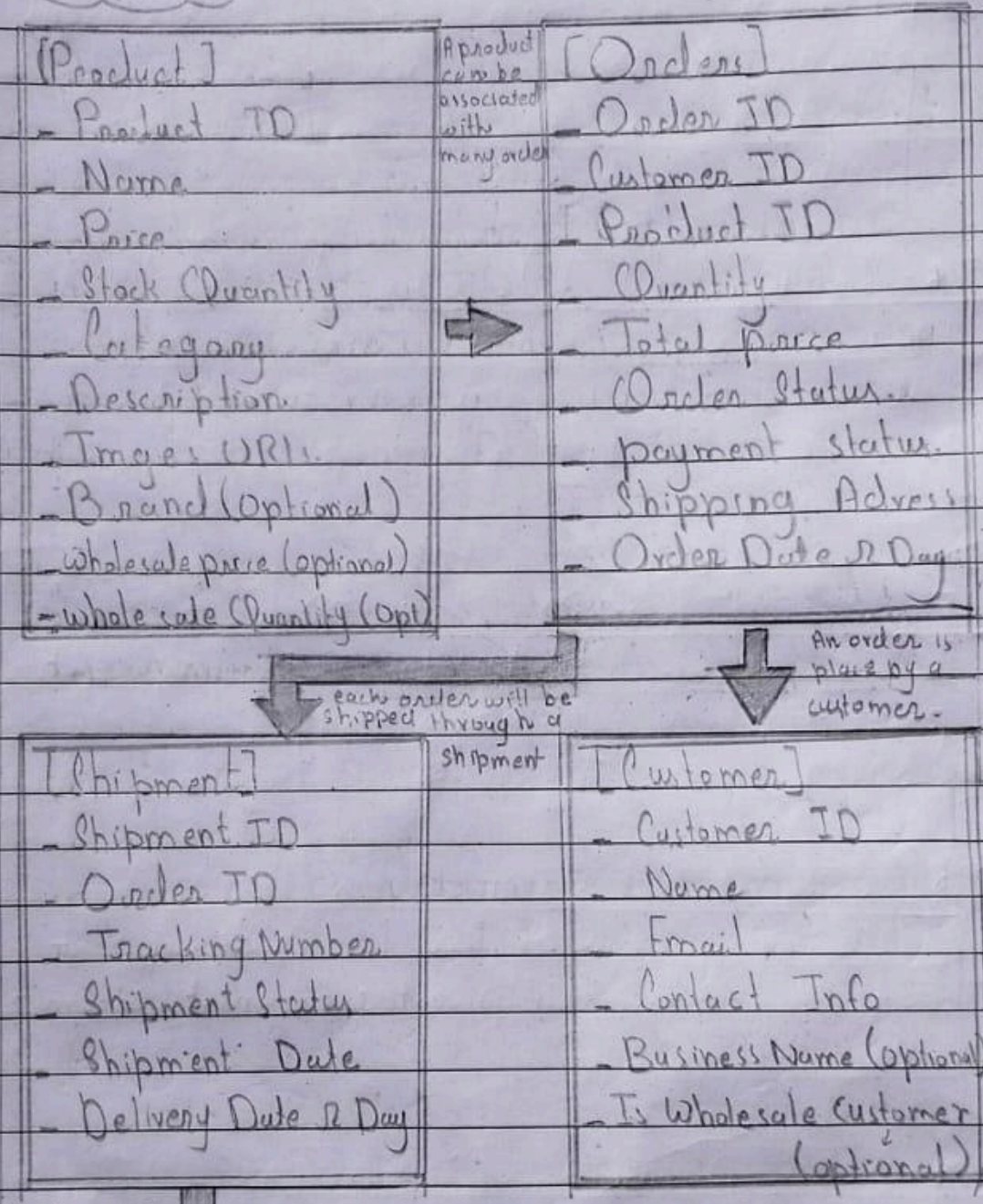
7. Verified Review & Ratings:
I will focus on: trustworthy and transparent product review by implementing a verified buyer system.

8. Enhanced Customer Support:
We will provide 24-hour live chat support and a comprehensive help center to assist customers with any queries.

9. Secure Payment Options:
My platform will offer a variety of secure payment methods, including credit/debit cards, digital

Date

Step 03: Create a Data Schema *



→ Key fields for each Entity:

★ Product

- Product ID: unique identifier for product
- Name: Name of Product
- Stock Quantity: Number of units available in stock
- Category: The category the product belongs to (eg. Home Decor, furniture, ...)
- Description: Detailed description of the product
- Image URLs: Links to product images
- Brand: Brand associated with product
- Wholesale price: price for bulk purchase (optional)
- Wholesale price: price for bulk purchase (optional)
- Wholesale Quantity: Minimum quantity required for bulk pricing (optional)

★ Order

- Order ID: unique identifier for the order
- Customer ID: Refers to the customer placing the order
- Product ID: Refers to the product being

Date

- **Payment Status:** Current status of payment (pending, completed, failed)
- **Shipping Address:** Address to which the product will be shipped
- **Order date:** Date when the order was placed

* Customer

- **Customer ID:** unique identifier for the customer
- **Email:** customer's email address
- **Contact Info:** phone number
- **Business Name:** If the customer is a business
- **Is wholesale customer:** flag indicating if the customer qualifies for wholesale purchases

* Shipment ID

- **Shipment ID:** unique identifier for the shipment
- **Order ID:** Reference to the order that this shipment is associated with
- **Tracking Number:** Tracking number for the shipment
- **Shipment Status:** Status of the shipment
- **Shipment Date:** Date when the shipment was dispatched
- **Delivery Date:** Optional, the date the shipment is delivered

(2)

Date

* Delivery Zone

- Zone ID: Unique identifier for the delivery zone.
- Zone Name: Name of the delivery zone.
- Coverage Area: The geographical area that this delivery zone covers.
- Assigned Driver: The driver assigned to this delivery zone.
- Estimated Delivery Time: The estimated time it will take to deliver to this zone.
- Zone Details: Additional information related to the delivery zone.

