

15-Jan'25 Wednesday

SEPTEMBER						
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SEPTEMBER 2021

محرم ١٤٤٣

WEDNESDAY 01
محرم ٢٢

Wameer Syeda Farzana Shah

Hachathon-3 Day-1

Market Place Plan:- HAPPY SELLING

Step 1 :- My Market place type :-
- General E-Commerce.

Purpose :-

My E-Commerce for household products focuses on item people uses in their homes for daily living, convenience, and comfort. Your e-Commerce marketplace can feature various categories such as:

1. Kitchen Essentials:- Cookware, utensils, storage containers, small appliances (blender, toasters).

2. Home Decor:- Wall art, lighting, rugs, cushions, and curtains.

3. Cleaning Supplies:- Mops, vacuum cleaners, detergents, and storage solutions.

4. Bedding:- Bedsheets, pillows, mattresses cover, comforters covers.

03 FRIDAY
محرم ٢٥

5. Smart Home Devices:- Security Systems, Smart lighting and thermostats

An e-Commerce Setup.

"BUSINESS GOALS"

Business goals are specific objectives that a company aims to achieve. For a household goods business, these could include increasing sales, expanding, market reach, improving customer. and also my thought is Every business have facing loss and gain.

04 SATURDAY / 05 SUNDAY
محرم ٢٦ / محرم ٢٧

Q1. What Problem does your marketplace aim to solve?

Ans:- My e-Commerce market is aimed at solving several key needs for customers, such as:

1. CONVENIENCE:- offering a one-stop shop for household products, saving time and effort.

2. ACCESSIBILITY:- Providing easy access to a wide range of products, including niche or hard-to-find items.

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MONDAY 06
محرم ٢٨

3. VARIETY:- A broad selection across multiple categories to suit different preferences and lifestyles.

4. AFFORDABILITY:- Competitive Pricing, discounts, and Promotions for Cost-Conscious customers.

5. SEASONAL NEEDS:- Tailoring Product offerings like Summer essentials, to meet Seasonal demands.

6. QUALITY ASSURANCE:- Ensuring reliable products with reviews and ratings for informed decision-making.

TUESDAY 07
محرم ٢٩

This approach helps customers simplify their shopping experience while addressing their household needs efficiently.

Q2:- Who is your target audience?

Ans:- The audience for my e-commerce marketplace focusing on household products includes:

1. HOME OWNERS:-

people looking to furnish, decorate, or maintain their homes.

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FRIDAY 10
٢ صفر

- Food Storage Containers and Organizers.
- Small appliances (blenders, toasters)

2. HOME DECOR :-

- wall art, lamps, rugs, and curtains.
- Seasonal decor (Summer-themed items).
- Cushion and throws

3. CLEANING SUPPLIES :-

- Cleaning tools (mops, brooms, vacuum cleaners).
- Eco-friendly cleaning products.

SUNDAY 12 / SATURDAY 11
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5. SMART HOME DEVICES :-

- Smart lighting, thermostats, and security cameras.

6. BEDDING & LINENS :-

- Bedsheets, comforters, and lightweight summer blankets and covers.

"SERVICES"

1. HOME DELIVERY :-

- Fast and reliable shipping options.
- Free or discounted shipping for larger orders.

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2. RENTERS:- Individuals seeking practical, portable, or affordable household solutions.

3. FAMILIES:- Parents and caregivers needing products for children, organization, or home improvement.

4. YOUNG PROFESSIONALS:- Busy individuals prioritizes convenience and modern aesthetics.

5. ECO-CONSCIOUS SHOPPERS:- Customers interested in sustainable or energy-efficient household items.

09 THURSDAY

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6. SEASONAL SHOPPERS:- People searching for products tailored to specific seasons, like Summer essentials.

Q3:- What products or services will you offer?

Ans:- An e-commerce marketplace focused on household products. here are some products and service offerings:-

"PRODUCTS:-

1. Kitchenware:-

• Cookware, utensils, and bakeware

13 MONDAY
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2. CUSTOMIZATION:-

- Personalized items like monogrammed towels or decor.

3. ASSEMBLY ASSISTANCE:-

- Furniture Assembly Service.

4. SUSTAINABILITY OPTIONS:-

- Eco-friendly packaging.
- Buy-back or recycling programs for old household items.

Evening

These offerings will ensure a diverse range of products and services

14 TUESDAY
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to meet household needs efficiently.

5. SUBSCRIPTION PLANS:-

- Regular delivery of essentials like cleaning supplies.

Q4:- What will set your marketplace apart (affordability)

Ans:- To set your marketplace apart in terms of affordability, focus on strategies that make household products budget-friendly without compromising quality.

Evening

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1. Competitive Pricing:-

- Negotiate better deals with Suppliers to offer Products at lower Prices than Competitors.
- Use dynamic Pricing Strategies to remain Competitive while maintaining Profitability.

2. Bulk Discounts and Bundles:-

- Provide discounts on bulk Purchases of essentials like Cleaning Supplies or linens.
- Offer Product bundles (e.g, a Kitchenware set) at a lower Combined Price.

3. Price Matching:-

- Introduce a Price-match guarantee to ensure Customers always get the best deal.

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4. Seasonal Sales and Promotions:-

- Regularly offer Sales, especially around holidays or Season changes (eg Summer Clearance Sale).
- Introduce limited-time flash Sales to create urgency.

5. Loyalty Programs:-

- Reward customers with points for Purchases,

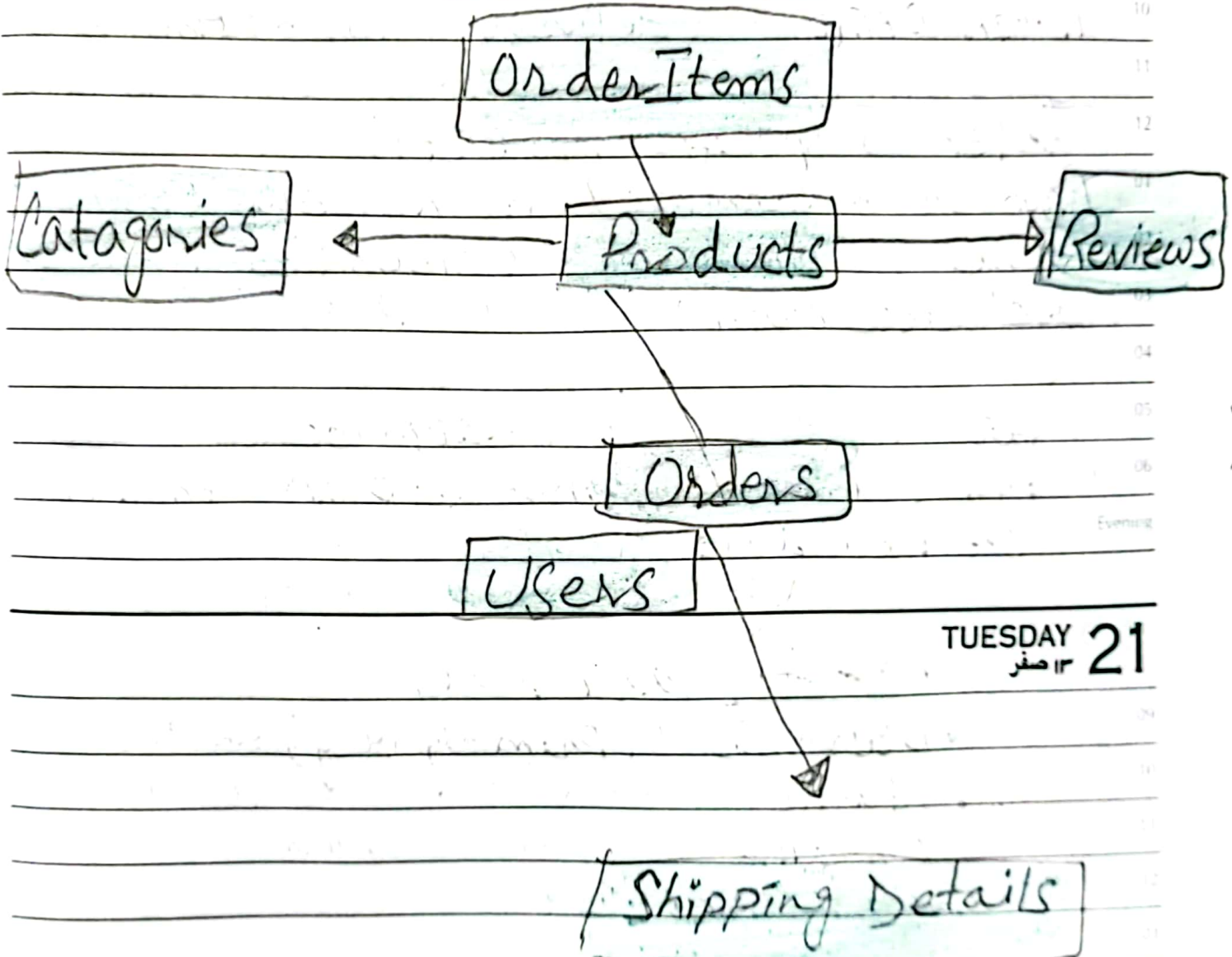
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E-Commerce Data Schema



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Data Schema for my e-Commerce marketplace. Each model represents a table, and the arrow depict relationships between them:

- **USERS**:- Connected to "ORDERS" (users place orders).

- Description.
- Category.
- Price.
- StockQuantity
- CreatedAt.
- UpdateAt.

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Evening

3. Order Table:-

- OrderID (Primary Key)
- BuyerID (foreign key from Users table)
- OrderDate.
- Total Amount
- Status (e.g, Pending, Shipped, Delivered, Cancel).

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SATURDAY

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4. Order Items Table:-

- OrderItemID (Primary Key)
- OrderID (foreign key from products-Tables)
- Quantity.
- Price.

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Evening

5. Reviews Tables:-

- ReviewID (Primary Key)
- ProductID (foreign key from products table)
- UserID (foreign key from users table)
- Rating.

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- ORDERS:- Connected to "ORDERITEMS" (an order consists of multiple items) and "SHIPPINGDETAILS" (delivery information).
- ORDERITEMS:- Connected to PRODUCTS (items refer to specific products).
- PRODUCTS:- Connected to REVIEWS (users review products) and CATEGORIES (products are categorized).

Sure! Here's a simple data schema for my e-commerce marketplace focused on household goods:

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1. User Table :-

- User ID (Primary Key)
- Name
- Email
- Password
- Address
- PhoneNumber
- Role (e.g., Buyer, Seller, Admin)

2. PRODUCTS TABLE :-

- Product ID (Primary Key)
- Seller ID (Foreign Key from Users table)
- Product Name
- Images

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1) Define Zones:- Categorize areas into different delivery zones based on distance or region (eg. Local, regional, national)

2) Set Rates:- Distance + delivery Speed

3) Delivery timeframes:- Set expected delivery time frames.

4) Zone Restrictions:- Specify areas where delivery might be limited or unavailable.

5) Optimize Routes:- Use delivery management Software to optimize routes within zones of efficiency.

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• Commerce

• Review Date

This Schema Provides a Solid foundation to manage Users, Products, Orders and Reviews.

Order fulfillment :- • Order placement.

• Order Confirmation • Inventory Check

• Picking & Packing • Shipping • Notification

• Delivery • Feedback.

Evening

Payment Structure :- ① Payment Gateway

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integration ② Multiple Payment Option

③ Order Linking ④ Secure Transactions.

⑤ Payment Confirmation ⑥ Refunds & Cancellations.

⑦ Record Keeping

Shipment & tracking :- ① Shipping

Partner ② Order Processing ③ Tracking

number ④ Real time ⑤ Delivery Confirmation

⑥ Issue resolution.

Evening