

LAYING THE FOUNDATION OF MARKETPLACE

STEP: 1

* Market Place Type \Rightarrow General E-commerce (Furniture Focused)

* Primary Purpose \Rightarrow Creating a marketplace that empowers local furniture sellers by providing a platform to showcase & sell their handcrafted & customizable furniture like sofas & chair.



This will connect the customers directly with talented local sellers & small businesses offering a wide variety of unique furniture options.

STEP: 2

① What problem does your marketplace aim to solve?

For Customers

* Customers struggle to find handcrafted furniture that reflects their unique style & home aesthetics at an affordable price.

For Sellers

* Local sellers face challenges in reaching online customers due to lack of digital presence & marketing resources.

② Who is your Target Audience?

- Homeowners looking for stylish & unique furniture pieces.
- Interior Designers seeking custom furniture to fit specific projects.
- Small Businesses & Offices in need of quality, comfortable seating & decor.

3. What products / services will you offer?

Categories

- Sofas
- Chairs

- Custom Furniture → orders directly negotiated with local sellers.

Other Features

- Seller Profile (highlighting story & craftsmanship behind each seller).

- Direct Custom Orders

- Local Delivery Options (Coordinate with local logistics for quick & reliable delivery).

Additional Features

- Commission Model ⇒ per transaction certain % fee charge from sellers.

- Subscription Model ⇒ for premium sellers exclusive promotions.

- Ads & Promotions ⇒ Monetization through featured listing, referrals

4. What will set your marketplace apart?

- Empowering local sellers

- Unique, Customizable Furniture

- Seamless Shopping Experience

(easy to navigate, direct chat b/w customers & sellers)

UI/UX For better shopping experience

① Easy Navigation & clean design

- ↳ minimalist layout (simple / sleek design)
- ↳ Mega Menu (clear categories like Sofa | Chair | Custom Order)
- ↳ Filters (Price, Material, Customization Options, Ratings)

② Customization & 3D View

- ↳ view live customized furniture
- ↳ AR (augmented reality) preview → e.g. IKEA

③ Seller - Direct Chat & Order Tracking

- ↳ direct chat b/w customers & sellers for customization / price negotiation
- ↳ real-time tracking system.

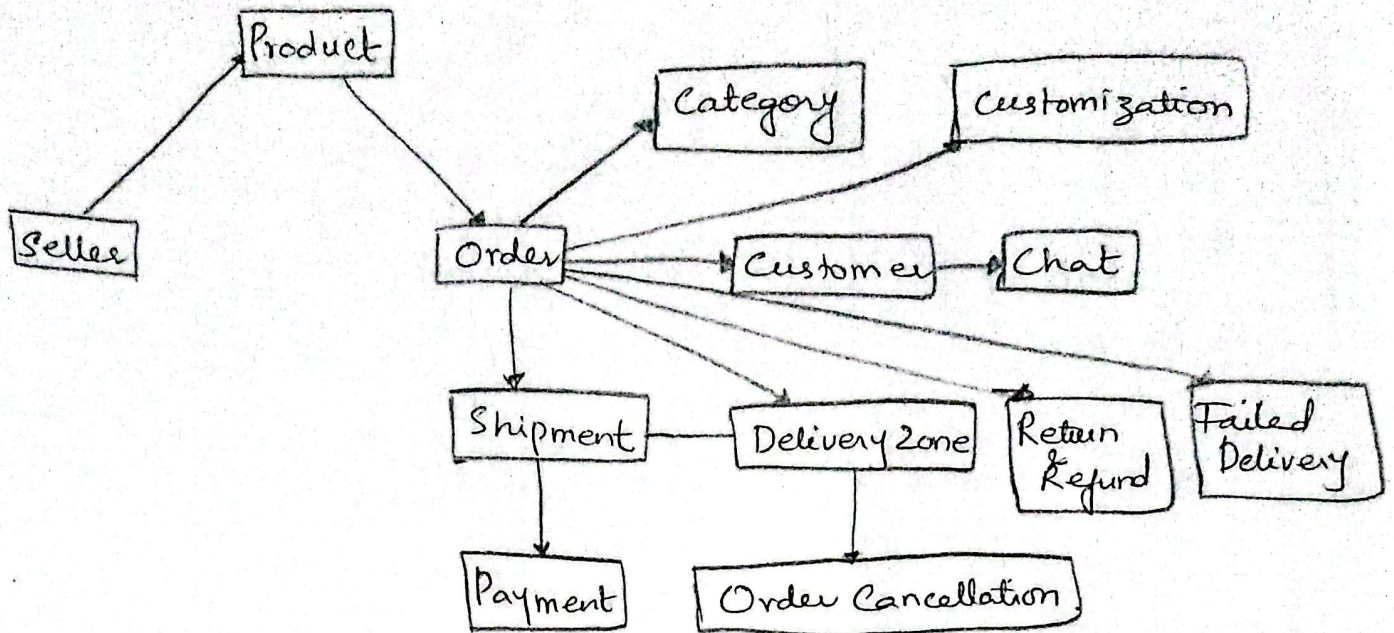
④ Mobile-First Approach

- ↳ responsive, mobile friendly UI
- ↳ Lightweight design → even on slow internet, site works smoothly.

⑤ Trust & Security Features

- ↳ Verified seller badge
- ↳ Visible reviews & rating
- ↳ Secure payment gateways (JazzCash, EasyPaisa, COD)

STEP 3



Seller
Seller ID
Name
Location
Contact (Email, Phone)
Shop Name
Product Listed
Customization Option Y/N
Ratings & Review

Categories
Category ID
Category Name
Description

Customers
customer ID
Name
Contact Info
Address
Order History

Products
Product ID
Name
Price (cost per unit)
Stock
Material
Customization opt
Seller ID
Images
Discount

Orders
Order ID
Customer Info (name, contact, address)
Product Details
Customization (if applicable)
Order Status (Pending, Processing, Shipped, Delivered, Cancelled)
Payment Status (Pending, Paid, Failed)

Shipments
Shipment ID
Order ID
Status (In transit, Delivered, Failed)
Estimated Delivery Date

Delivery Zones
Zone Name
Coverage Area
Assigned Drivers (Delivery Partner)

Payments

Payment ID
Order ID
Method (Card, COD)
Status (Pending, Complete, Failed)
Timestamp

Chat System

Chat ID
Order ID
Sender ID (customer/seller)
Receiver ID (customer/seller)
Message Content
Timestamp

Order Cancellation

Cancellation ID
Order ID
Reason
Refund Processing

Return & Refund

Return ID
Order ID
Product ID
Reason for Return
Refund Status
(Pending, Approved, Reject)
Refund Amount

Failed Delivery

Failed delivery ID
Order ID
Reason
Reattempt Date
or Return Process

Customization

Customization ID
Order ID
Product ID
Custom Request
Approval Status
(Pending, Approved, Rejected)

Market Research Insights

① PAK FURNITURE MARKET TRENDS.

- * ↑ demand for handcrafted & customize furniture.
- * ↑ trend for online furniture shopping, still there is lack of trust factor & customize options are limited.
- * as perⁱⁿ 2024 there was 30% ↑ growth in ecommerce sector & furniture was also one of the emerging category.

② Customer Preferences in PAK

- * Customization demand ⇒ e.g. ~~unique~~ unique sofa set
- * Pricing sensitivity ⇒ high quality furniture at affordable prices & at easy installment options.

③ Competitor Analysis

- * Interwood
 - strength → high brand trust, premium quality
 - weakness → expensive, limited customization.

- * Local Furniture Market
 - strength → customization available
 - weakness → No online presence, difficult to access for customers