

Hackathon Day 1, 16/1/25

Marketplace Builder (Brainstorming).

Marketplace Overview:

Marketplace Type:

Niche E-Commerce (General)

Business Description:

Modern Haven Furniture is a niche e-commerce marketplace selling high-quality furniture. This platform aims to customers seeking stylish, modern, durable, and affordable furniture solutions for their homes and offices.

Business Goals:

- Provide a convenient platform for customers to explore and purchase furniture from comfort of their homes.
- Deliver high-quality furniture at competitive prices, making stylish furniture accessible to a broader audience.
- Introduce an easy-to-navigate website with detailed product descriptions, multiple payment options, and

Reliable delivery services.

- Allow customers to select furniture in various colors, styles, and sizes according to their needs.
- Offer eco-friendly furniture options to support environmentally conscious customers.

Target Audience :-

Homeowners, Young Professionals,
Small Businesses, Interior Designers.

Unique Selling Points (USP) :-

- 1- Affordable Elegance (quality at budget-friendly prices)
- 2- Customizable Options (offer variety of colors and style)
- 3- Seamless User Experience (website with easy navigation)
- 4- Fast and Reliable Shipping (Delivery services)
- 5- Sustainability (Eco-friendly furniture options)

Core Entities and Schema :-

Entities	Attributes
1 Products:	Id, Name, Price, Image, description, Colors, reviews, discount Price Percentage, category, is Featured Product, Stock-quantity.

- | | |
|--------------|--|
| 2- Order: | order-id, Product-details, order-status, customer-info, date-time. |
| 3- Customer: | customer-id, name, Phone No, Address, order-History. |
| 4- Shipment: | Shipment-id, order-id, status, Delivery-Date. |