

# Marketplace Business Goals - [Ecommerce Furniture Shop]

## Problem Your Marketplace Aims to Solve:

- Lack of centralized platform for buying and selling quality furniture.
- Difficulty in finding affordable, second-hand furniture with assured quality.
- Limited options for custom or unique furniture pieces.

## Defined Target Audience and Unique Value Proposition:

- **Target Audience:**
  - Young professionals setting up new homes.
  - Families looking for affordable, quality furniture.
  - Small business owners needing office furniture.
  - Individuals seeking custom or unique furniture pieces.

### Unique Value Proposition:

- A curated selection of new and second-hand furniture.
- Quality assurance and warranty for second-hand items.
- Custom furniture options with user-friendly customization tools.
- Competitive pricing and flexible payment options

## Market Research Insights and Competitor Analysis:

- **Market Research Insights:**
  - Growing demand for affordable and sustainable furniture options.
  - Increasing online shopping trends post-pandemic.
  - Rising interest in custom and unique home decor.

- **Competitor Analysis:**

- Major competitors: IKEA, Wayfair, local furniture stores.
- Gaps identified: Limited second-hand and custom furniture options.
- Opportunity: Focus on quality assurance and customization.

### **Products or Services You Plan to Offer:**

- Wide range of new and second-hand furniture (living room, bedroom, office).
- Custom furniture design services.
- Quality assurance and warranty services for second-hand furniture.
- Delivery and assembly services.
- Flexible payment plans and financing options.

### **Identified Entities:**

```
const page = () => {  
  
  const products = [  
  
    { id: 1, name: "Trenton modular sofa", price: "Rs. 25,000.00", image: "/Spic3.png" },  
  
    { id: 2, name: "Granite dining table with chair", price: "Rs. 25,000.00", image:  
"/Spic4.png" },  
  
    { id: 3, name: "Outdoor bar table and stool", price: "Rs. 25,000.00", image: "/Spic5.png" },  
  
    { id: 4, name: "Plain console with teak mirror", price: "Rs. 25,000.00", image:  
"/Spic6.png" },  
  
    { id: 5, name: "Grain coffee table", price: "Rs. 25,000.00", image: "/Spic7.png" },  
  
    { id: 6, name: "Kent coffee table", price: "Rs. 25,000.00", image: "/Spic8.png" },  
  
    { id: 7, name: "Round coffee table_color 2", price: "Rs. 25,000.00", image: "/Spic9.png" },
```

```
{ id: 8, name: "Reclaimed teak coffee table", price: "Rs. 25,000.00", image:
"/Spic11.png" },

{ id: 9, name: "Plain console_", price: "Rs. 25,000.00", image: "/Spic12.png" },

{ id: 10, name: "Reclaimed teak Sideboard", price: "Rs. 25,000.00", image:
"/Spic13.png" },

{ id: 11, name: "SJP_0825", price: "Rs. 25,000.00", image: "/Spic14.png" },

{ id: 12, name: "Bella chair and table", price: "Rs. 25,000.00", image: "/Spic15.png" },

{ id: 13, name: "Granite square side table", price: "Rs. 25,000.00", image: "/Spic16.png" },

{ id: 14, name: "Asgaard sofa", price: "Rs. 25,000.00", image: "/Spic17.png" },

{ id: 15, name: "Maya sofa three seater", price: "Rs. 25,000.00", image: "/Spic18.png" },

{ id: 16, name: "Outdoor sofa set", price: "Rs. 25,000.00", image: "/Spic19.png" }

];
```

```
const page = () => {

  return (

    <>

    <div className="relative">

      <Image

        src={"/Spic1.png"}

        alt="pic1"

        width={1440}

        height={316}

        className="w-full min-h-[200px] lg:min-h-[350px] object-cover"
```

/>

<div className="absolute inset-0 flex flex-col items-center justify-center text-center">

<Image

src={"/Spic2.png"}

alt="pic2"

width={77}

height={77}

className="w-[7%] md:w-[77px] md:h-[77px]"

/>

<p className="font-medium text-[24px] sm:text-[36px] md:text-[48px] lg:text-[56px] leading-[36px] sm:leading-[48px] md:leading-[72px] lg:leading-[80px] text-black">

Cart

</p>

<div className="text-[12px] sm:text-[16px] text-gray-600 flex items-center space-x-1">

<p>Home</p>

<FaChevronRight className="text-gray-800" />

<p>Cart</p>

</div>

</div>

</div>

<div className="max-w-[1440px] bg-white flex justify-center items-center px-4 py-6">

```
<div className="w-full md:w-[1240px] flex flex-col md:flex-row gap-4 sm:gap-6 md:gap-8">
```

```
<div className="w-full md:w-[60%] rounded-md p-4">
```

```
<div className="w-full py-3 bg-[#FFF9E5] rounded-md px-4 sm:px-8 mt-11">
```

```
<ul className="flex flex-wrap sm:flex-nowrap justify-between">
```

```
<li className="text-[14px] sm:text-[16px] font-semibold">Product</li>
```

```
<li className="text-[14px] sm:text-[16px] font-semibold">Price</li>
```

```
<li className="text-[14px] sm:text-[16px] font-semibold">Quantity</li>
```

```
<li className="text-[14px] sm:text-[16px] font-semibold">Subtotal</li>
```

```
</ul>
```

```
</div>
```

```
<div className="flex flex-wrap md:flex-nowrap gap-4 sm:gap-6 mt-4 items-center bg-white">
```

```
<div className="w-[106px] h-[106px] rounded-lg bg-[#FBE5B5] flex items-center justify-center">
```

```
<Image
```

```
src="/pic8.png"
```

```
alt="sofa"
```

```
width={100}
```

```
height={100}
```

```
className="object-contain"
```

```
/>
```

```
</div>
```

```
<div className="flex flex-col md:flex-row md:justify-between gap-4 w-full items-start">
```

```
<ul className="flex flex-col md:flex-row justify-between w-full gap-2">
```

```
<li className="text-[12px] sm:text-[14px] md:text-[16px] text-[#9F9F9F]">Asgaard sofa</li>
```

```
<li className="text-[12px] sm:text-[14px] md:text-[16px] text-[#9F9F9F]">Rs. 250,000.00</li>
```

```
<li className="text-[12px] sm:text-[14px] md:text-[16px] text-[#9F9F9F]">1</li>
```

```
<li className="text-[12px] sm:text-[14px] md:text-[16px] text-[#9F9F9F]">Rs. 250,000.00</li>
```

```
</ul>
```

```
<div className="mt-2 sm:mt-0">
```

```
<ImBin2 className="text-[#FBE5B5] text-base sm:text-lg md:text-xl" />
```

```
</div>
```

```
</div>
```

```
</div>
```

```
</div>
```

```
<div className="w-full md:w-[35%] bg-[#FFF9E5] rounded-md p-4">
```

```
<h1 className="text-[20px] sm:text-[24px] md:text-[28px] text-black text-center">Cart Totals</h1>
```

```
<div className="flex flex-col gap-4 sm:gap-6 mt-4">
```

```
<div className="flex justify-between">
```

```
<h2 className="text-[14px] sm:text-[16px]">Subtotal</h2>
```

```
<h2 className="text-[14px] sm:text-[16px] text-[#9F9F9F]">Rs. 250,000.00</h2>

</div>

<div className="flex justify-between">

  <h2 className="text-[14px] sm:text-[16px]">Total</h2>

  <h2 className="text-[14px] sm:text-[16px] text-[#9F9F9F]">Rs. 250,000.00</h2>

</div>

<div className="flex justify-center mt-4">

  <Link

    href={"/Checkout"}

    className="flex items-center justify-center text-center w-full sm:w-[200px]
md:w-[250px] h-[40px] sm:h-[50px] md:h-[58px] rounded-lg text-sm text-black border-2
border-black hover:bg-black hover:text-white"

    >

    Check Out

  </Link>

</div>

</div>

</div>

</div>

<AboveFooter />

</>

);
```

```
};
```

```
export default page;
```

```
const CheckoutPage = () => {
```

```
  return (
```

```
    <>
```

```
    <div className="relative bg-[#FBE5B5]">
```

```
      <Image
```

```
        src={"/Spic1.png"}
```

```
        alt="pic1"
```

```
        width={1440}
```

```
        height={316}
```

```
        className="w-full h-auto object-cover"
```

```
      />
```

```
      <div className="absolute inset-0 flex flex-col items-center justify-center text-center">
```

```
        <Image
```

```
          src={"/Spic2.png"}
```

```
          alt="pic2"
```

```
          width={77}
```

```
          height={77}
```

```
          className="w-[7%] md:w-[77px] md:h-[77px] "
```

```
        />
```

```
        <p className="font-[500] text-[24px] sm:text-[36px] md:text-[48px] lg:text-[56px] leading-[36px] sm:leading-[48px] md:leading-[72px] lg:leading-[80px] text-black">
```



```
      Checkout
    </p>
    <div className="text-[12px] sm:text-[16px] text-gray-600 flex items-center space-x-1">
      <p>Home</p>
      <FaChevronRight className="text-gray-800" />
      <p>Checkout</p>
    </div>
  </div>
</div>
```

```
{/* Billing Details */}
<div className="flex flex-wrap gap-12 py-16 px-16 bg-white">
  {/* Left Section: Billing Details */}
  <div className="flex-1 min-w-[300px]">
    <h2 className="text-[36px] font-[600] mb-6">Billing details</h2>
    <form className="space-y-6">
      <div className="flex flex-wrap gap-3">
        <div className="flex-1 min-w-[200px]">
          <label
            htmlFor="firstName"
            className="block mb-2 text-[16px] font-normal"
          >
            First Name
          </label>
          <input
```

```
        id="firstName"
        type="text"
        className="w-full border rounded-md p-4 text-[16px]"
    />
</div>
<div className="flex-1 min-w-[200px]">
    <label
        htmlFor="lastName"
        className="block mb-2 text-[16px] font-normal"
    >
        Last Name
    </label>
    <input
        id="lastName"
        type="text"
        className="w-full border rounded-md p-4 text-[16px]"
    />
</div>
</div>

<div>
    <label
        htmlFor="companyName"
        className="block mb-2 text-[16px] font-normal"
    >
        Company Name (Optional)
```

```
</label>

<input
  id="companyName"
  type="text"
  className="w-full border rounded-md p-4 text-[16px]"
/>
</div>
```

```
<div>

  <label
    htmlFor="country"
    className="block mb-2 text-[16px] font-normal"
  >
    Country / Region
  </label>

  <select
    id="country"
    className="w-full border rounded-md p-4 text-[16px] bg-white"
  >
    <option value="">Select a country</option>
    <option value="pakistan">Pakistan</option>
    <option value="india">India</option>
  </select>
</div>

<div>
```

```
<label
  htmlFor="streetAddress"
  className="block mb-2 text-[16px] font-normal"
>
  Street Address
</label>

<input
  id="streetAddress"
  type="text"
  className="w-full border rounded-md p-4 text-[16px]"
/>
</div>
```

```
<div className="flex flex-wrap gap-3">
  <div className="flex-1 min-w-[200px]">
    <label
      htmlFor="city"
      className="block mb-2 text-[16px] font-normal"
    >
      Town / City
    </label>
    <input
      id="city"
      type="text"
      className="w-full border rounded-md p-4 text-[16px]"
    />
  </div>
```

```
</div>

<div className="flex-1 min-w-[200px]">

  <label

    htmlFor="province"

    className="block mb-2 text-[16px] font-normal"

  >

    Province

  </label>

  <input

    id="province"

    type="text"

    className="w-full border rounded-md p-4 text-[16px]"

  />

</div>

</div>
```

```
<div>

  <label

    htmlFor="zip"

    className="block mb-2 text-[16px] font-normal"

  >

    ZIP Code

  </label>

  <input

    id="zip"

    type="text"
```

```
      className="w-full border rounded-md p-4 text-[16px]"
    />
  </div>
```

```
<div>
  <label
    htmlFor="phone"
    className="block mb-2 text-[16px] font-normal"
  >
    Phone
  </label>
  <input
    id="phone"
    type="tel"
    className="w-full border rounded-md p-4 text-[16px]"
  />
</div>
```

```
<div>
  <label
    htmlFor="email"
    className="block mb-2 text-[16px] font-normal"
  >
    Email Address
  </label>
  <input
```

```

        id="email"

        type="email"

        className="w-full border rounded-md p-4 text-[16px]"

    />

</div>


<div>

    <label

        htmlFor="additionalInfo"

        className="block mb-2 text-[16px] font-normal"

    >

        Additional Information

    </label>

    <textarea

        id="additionalInfo"

        rows={4}

        className="w-full border rounded-md p-4 text-[16px]"

    ></textarea>

</div>

</form>

</div>


{/* Right Section: Order Details */}

<div className="flex-1 min-w-[300px] p-2 rounded-md">

    <h2 className="text-[32px] font-[600] mb-9">Product</h2>

    <div className="mb-8 text-[16px]">

```

```
<div className="flex justify-between mb-4">
  <p className="text-gray-400">Angora Sofa x 1</p>
  <p>Rs. 250,000</p>
</div>

<div className="flex justify-between mb-6">
  <p>Subtotal</p>
  <p>Rs. 250,000</p>
</div>

<div className="flex justify-between text-gray-800 font-semibold mb-6">
  <p>Total</p>
  <p className="text-[24px] font-700 text-[#B88E2F]">Rs. 250,000</p>
</div>
</div>
```

```
{/* Payment Options */}
```

```
<div className="space-y-4">
  <label className="block">
    <input type="radio" name="payment" className="mr-2" />
    Direct Bank Transfer
  </label>
  <p className="text-[14px] text-gray-500 ml-6">
    Make your payment directly into our bank account. Please use your
    Order ID as the payment reference. Your order will not be shipped
    until the funds have cleared in our account.
  </p>
  <label className="block">
```



```
<input type="radio" name="payment" className="mr-2" />

Cash on Delivery

</label>

<p className="text-[14px]">

Your personal data will be used to support your experience

throughout this website, to manage access to your account, and for

other purposes described in our{" "}

<span className="font-semibold">privacy policy</span>.

</p>

</div>

<div className="flex justify-center">

  <button className="w-[318px] rounded-xl text-black border-2 border-black text-

[20px] font-medium py-4 mt-6 bg-white hover:bg-[#FBE5B5] transition-all duration-300

ease-in-out shadow-lg">

    Place Order

  </button>

</div>

</div>

</div>

</div>

<AboveFooter />

</>

);
```

```
};
```

```
export default CheckoutPage;
```

- **Relationships Between Entities:**
- Customers place Orders.
- Orders include multiple Products.
- Products are supplied by Suppliers.