



Day 1 - Laying the Foundation for Your Marketplace



DAY: 01

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Wednesday

DEFINE YOUR BUSINESS GOALS:

- * What problem does your marketplace solve?
 - Our marketplace offers a wide range of electronics and furniture on a single platform, allowing users to easily and confidently purchase their favourite products without visiting multiple stores.
- * Who is your target audience?
 - Our target audience includes tech-savvy individuals, home decor enthusiasts, and online shoppers aged 18-60 who seek convenience, variety, and quality in electronics and furniture.

* What product / services will you offer

- We offer a wide range of electronics, home furniture, and office furniture providing a one-stop solution for you tech, home, and workspace needs.

CREATE A DATA Schema in

What are the main entities and their relationships?

Products, Orders, and Customers, with clear connection.

[Product]

- ID
- Name
- Price
- Stock

[Order]

- Order ID
- Product ID
- Quantity

[Customer]

- Customer
- Name
- Contact info

[Business Goals]

→ [Problem]

- Authentic products, fast delivery and exclusive discount.

→ [Target Audience]

- Tech-Savvy individuals, home decor lovers, and office professionals aged 18-60yrs.

→ [Product / Services]

- Chairs, electronics, Sofas

→ [Unique Features]

- Authentic products, fast delivery, discounts.

→ [Business Outcome]

- Build trust and achieve high sales.

* What makes your marketplace Unique?

- 100% authentic products, fast delivery, and exclusive discounts — all in one place for your convenience.

* What is your business outcome?

- Our business outcome is to become the go-to online platform for electronics and furniture, delivering exceptional customer satisfaction, driving consistent growth, and achieving sustainable profitability.

5 User-friendly Interface: Easy navigation and personalized recommendations.

6 Customer Reviews & Ratings: Genuine feedback to help users make informed decisions.

7 Secure Payments: Safe and reliable payment options.

MARKETPLACE TYPE :-

- * What type of marketplace are you building?
- General E-Commerce (selling various products online)

PURPOSE :

To provide a seamless, one-stop online platform for electronics, home furniture, and office furniture, offering authentic products, fast delivery and exclusive discounts to enhance customer convenience and satisfaction.

KEY FEATURES :

- 1 Wide product range: Electronics, home furniture, and office furniture all in one place.
- 2 100% Authentic products: Trusted quality verified sellers.
- 3 Fast Delivery: Quick and reliable shipping for a hassle-free experience.
- 4 Exclusive Discounts: Affordable prices with special offers.