BRAINSTORMING IDEAS FOR 'AURA' HAFEEZ SIDDIQUI

DAY 1 :- A Clothing Brand

Date:

AURA :- ELEVATE YOUR EVERYDAY

MARKETPLACE TYPE:

"E-commerce"

Purpose:

My purpose is to revolutionize the shopping experience in Karachi- 'Aura' is a one stop shopping experience for all your clothing needs, offering a diverse range of styles & catergories in one platform- The main purpose is to deliver original and authentic things in your doorsteps in hours-

ii) What problems will our business solve?

1) Long delivery time

alMost all of our competitors take 5 to 6 days delivery where "Aura" takes only hours to deliver

ii) High Costs of Offline or Traditional Retail

Offline stores have high operational costs whereas 'Aura' transitions offline retail to online model, reducing costs & providing discounts

iii) One Stop solution

Up till date, there are very less competitors and customers find difficulty getting all clothes in one shop- but now Aura offers one stop solution to all needs

iv) Limited Affordability:

quality clothing is often expensive or inacessible but Aura makes fashion affordable and acessible without compromising quality

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Date:

Target audience

My brand targets people of all ages espacially young professionals and families seeking affordable stylish clothing faster than ever.

Aura combines sustainibility, convenience and the latest trends into a seamless, one-stop online experience

What services will be offered?

·) Clothing for All

Whether you are looking for men's wear, women's wear kids wear or any sort of acessories, Aura got you covered

·) Exclusive deals and discounts

We offer special offers for frequent shoppers, students & festive seasons

·) Free delivery:

We will be offering free delivery

Unique Selling Points

·) Same day Free delivery

We offer same day lightning fast free delivery

·) Open delivery

For customers trust gaining, we offer open delivery

·) Customization

We also offers customization.

·) One stop top notch Solution

We will be providig one stop solution for all kind of needs

Date:

Customer Arrives

Catergories

Products

Wishlist

Add to cart

Checkout

Delivery details

Payment methods

Confirm Order

Generate label & tracking

Order recieved

Order is assigned for delivery

Product shipped

Costumer recieved product

Exchange

Review

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Date:

Data Schema

1) Customers
- Customer Id
- Name
- Email
- Phone
- Address
- History

2) Products
- Product Id
- Name
- Price
- Discount
- Category Id
- description
- stock quantity
- Availability
- Size
- Colors

3) Category
- Category Id
- Name

4) Order
- order Id
- date
- amount
- quantity
- address
- status
- customer Id

5) Order_items
- Product_Id
- quantity
- order_id

6) Sellers
- Seller_id
- name
- email
- phone
- address

7) Delivery Zones
- Zone_id
- Zone_name

8) Payments
- pay_id
- order_id
- amount
- pay_method
- pay_date
- pay_status

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Relationships

- Products ↔ Catergories
- Customers ↔ Orders
- Orders ↔ Payments
- Orders ↔ Shipping / Delivery
- Orders ↔ Returns
- Products ↔ Reviews
- Customer ↔ Reviews
- Products ↔ Discounts
- Customers ↔ Carts

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