

STEP 1:- CHOOSING MARKETPLACE TYPE:-

Choice : General Ecommerce

Primary Purpose:- To sell Nike products online, providing customers with a platform to browse and purchase shoes and other accessories.

STEP 2:- DEFINING BUSINESS GOAL:-

What problem does my Marketplace solve?

Nike fans and fitness enthusiasts often find it difficult to find genuine Nike products in one place.

My ecommerce platform solve this by offering:-

- * Reliable online store for entire products range.

Who is my target audience?

1) Primary audience:- Athletes and sports enthusiasts.

- Fitness - Focused individuals.

2) Secondary Audience:-

- Sneaker collectors

- Casual shopkeepers looking for comfortable and stylish footwear or clothing.

What products I will offer?

I will be offering Footwear which includes (Running shoes, casual sneakers etc), Apparels which includes (tshirts, shorts) and will also add accessories according to my customer's demands.

What sets my Marketplace Apart?

- * Access to latest and limited-edition products.

- * User friendly design, seamless payment options and quick delivery.

