

PROJECT BLUEPRINT

E-COMMERCE MARKETPLACE FOR PERFUMES

MARKETPLACE TYPE

General E-commerce

PURPOSE (Step 1)

The primary purpose of this perfume e-commerce platform is to provide a convenient and user-friendly online shopping experience for customers to:

- 1- Browse and purchase a variety of perfume including traditional Pakistani fragrances and international brands.
- 2- View Product details, prices and reviews.
- 2- Secure Payment Method and ~~the~~ track their orders and receive updates.

BUSINESS GOALS (Step 2)

Here are some problems which I can solve of customers with the help of this.

- 1- Save time and shop from home.
- 2- Find a wide variety of perfumes in one place.
- 3- Get authentic products, not fake ones.
- 4- Easily find rare or traditional perfumes.
- 5- Get detail information before buying.
- 6- Receive perfumes quickly at your doorstep!



TARGET AUDIENCE

PAKISTANI MEN AND WOMEN
AGED BETWEEN (25-45)

Middle class individuals who value traditional Pakistani fragrances and are looking for online shopping experience.

YOUNG ADULTS (18-30)

Individuals who are looking for unique, niche fragrances or international brands.

GIFT-GIVERS

People looking for perfumes as gifts for friends, family or loved ones.

PEOPLE LIVING IN REMOTE AREAS

People who have limited access to physical perfume stores and prefer to shop online.

PERFUME COLLECTORS

People who like to collect rare or limited edition perfumes.

DEFINING PRODUCTS AND SERVICES (Step 3)

- Traditional Pakistani Perfumes
 - Oud
 - Attar etc
- International Perfume brands
- Halal Certified Perfumes
- Niche fragrances
- Perfume gift sets
- Perfume Oils.

SERVICES

- Perfume gift wrapping
- Perfume sample (Paid)
- Perfume consultations
- Perfume accessories
- Cash-on-delivery
- Online Payment options
- Tracking

ENTITIES AND ATTRIBUTES (STEP 4) AND RELATIONSHIP

Customers
C-ID PK
C-NAME
C-EMAIL
C-ADDRESS
C-PHONE-NO

M:M

Perfumes
P-ID PK
P-NAME
P-DESCRIPTION
P-TYPE
P-PRICE

PAYMENTS
PT-ID PK
C-ID FK
PT-METHOD
PT-DATE
PT-STATUS

1:N

Orders
O-ID PK
C-ID FK
O-DATE
O-COST
O-STATUS

1:1