

HACKATHON DAY: 01

MARKETPLACE TYPE: GENERAL-E-COMMERCE
[OPEN A CLOTHING BRAND]

PRIMARY PURPOSE :-

My purpose is to provide a clothing brand make an online platform dedicated to selling high-quality clothes. My brand sell clothing that is stylish and desirable, & to build brand loyalty. My first priority will be "youth".

BUSINESS GOAL:-

My goal is to win win over our customers, build brand allegiance and make different from other brands. Our motive is to work on

" Brand awareness, Brand loyalty, Increase sales, Differentiate from competitors, Customer satisfaction & Build a company.

TARGET AUDIENCE:-

My audience will be majority youth under 15-35 years.

- Fashionistas, Youth, Models, Practical purchasers Online shoppers & celebrities.
- Foreign countries & market will also be my audience.

Product & Services we offered:-

- Premium quality (T-Shirts, Formal shirts, Printed-shirts, Cultural design, Oversized T-Shirts in pants there are so many varieties like, straight pants, slim jeans, Cotton pants etc).
- Our brand will follow the trends in Men's fashion.
- We will also give customization options like (size, design etc).

Which things make us different from market?

- **Design:-** Our cultural design according to the countries will make our brand stand out and we our brand unique different Pakistan cultural Pakistan design which we will market all over different countries.

- **Quality:-**

We will give best qualities of clothes where you can choose different types of fabrics according to customers choice.

- **Affordability:-**

Our brand clothes will be value for money we will give cheapest price with high-quality.

Data Schema:-

* Entities Identified:-

1) Products:-

- Product Name
- Product ID
- Price
- Stock
- Size
- Colour
- Description
- Images.

2) Orders:-

- Order ID
- Product ID
- Total Price
- Quantity
- Customer ID
- Customer Address
- Ordered Stock.

3) Customers:-

- Customer Name
- Customer ID
- Address
- Account No
- Contact Info
- Customer email.

4) Shipment:-

- Shipment ID
- Address
- Date
- Country
- City
- Status.