

Marketplace Business Goals “Hekto”

E-Commerce Marketplace Documentation

Purpose

The purpose of creating an e-commerce marketplace is to provide a seamless platform for customers to purchase a wide range of products conveniently and securely. It aims to bridge the gap between sellers and buyers, enabling small businesses to thrive by providing them with an online platform to reach a broader audience.

Business Goals

1. Problem to Solve:

- Lack of access to a reliable online platform for small businesses.
- Inefficient and slow delivery services.
- High costs and limited customization options in existing marketplaces.

2. Target Audience:

- Small to medium-sized businesses seeking to sell products online.
- Customers looking for affordable and customizable products.
- Tech-savvy individuals preferring speed and convenience.

3. Products to Offer:

- Electronics
- Fashion and Apparel
- Home and Kitchen
- Beauty and Personal Care
- Books and Stationery
- Customizable products (e.g., T-shirts, mugs)

4. Unique Selling Points (USPs):

- **Speed:** Fast and efficient order processing and delivery.
- **Customization:** Tailor-made products based on customer preferences.
- **Affordability:** Competitive pricing with frequent discounts and offers.

Marketplace Entities and Their Fields

1. Product

- **id** (unique identifier)

- **name** (product name)
- **price** (cost of the product)
- **quantity** (stock available)
- **category** (type of product)
- **tags** (keywords for search)

2. Customer

- **id** (unique identifier)
- **name** (customer name)
- **email** (contact email)
- **phone number** (contact number)
- **address** (shipping address)
- **order history** (list of past orders)

3. Order

- **id** (unique identifier)
- **product id** (linked product)
- **customer id** (linked customer)
- **order date** (date of order)
- **status** (e.g., pending, shipped, delivered)
- **total amount** (total cost)

4. Delivery Zone

- **id** (unique identifier)
- **zone name** (name of the delivery area)
- **coverage area** (list of cities/regions covered)
- **delivery time** (estimated time for delivery)
- **charges** (delivery cost)

5. Shipment

- **id** (unique identifier)
- **order id** (linked order)
- **shipment date** (date of shipment)

- **tracking number** (tracking details)
- **status** (e.g., in transit, delivered)

6. Payment

- **id** (unique identifier)
- **order id** (linked order)
- **payment method** (e.g., credit card, PayPal)
- **payment date** (date of payment)
- **amount** (total paid)
- **status** (e.g., completed, pending)

Entity Relationship Diagram (ERD)

Description of Relationships

- A **Customer** places multiple **Orders**.
- An **Order** includes one or more **Products**.
- Each **Order** is linked to a **Shipment**.
- **Shipments** are delivered to specific **Delivery Zones**.
- Payments for each **Order** are recorded in the **Payments** entity.

Workflow Diagram

The following diagram illustrates the complete workflow of the marketplace:

- A **Customer** selects a **Product**.
- The **Order** is placed.
- Payment is made.
- The **Order** is processed.
- A **Shipment** is created.
- The shipment is sent to a **Delivery Zone**.
- The **Product** is delivered to the customer.
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Conclusion

This e-commerce marketplace will offer a reliable and efficient platform for both buyers and sellers. By focusing on speed, customization, and affordability, it aims to stand out in the competitive market and solve existing problems in the e-commerce domain.

