**Business Goals**

**Problem to Solve:** Provide customers with a platform where they can easily and securely purchase a wide range of products (e.g., electronics, clothing, groceries, etc.).

**Target Audience:**

* **Primary Audience:** Young professionals, students, and families who prefer online shopping.
* **Secondary Audience:** Small businesses looking to buy wholesale products.

**Products/Services:**

* **Electronics:** Mobiles, laptops, accessories.
* **Clothing:** Men, women, kids.
* **Groceries:** Daily essentials, packaged foods.
* **Home Appliances:** Kitchen gadgets, cleaning tools.

**Unique Selling Point (USP):**

* **Affordability:** Competitive pricing and regular discounts.
* **Convenience:** Easy navigation, multiple payment options, and fast delivery.
* **Personalization:** Personalized recommendations for customers based on their browsing/purchase history.

**Data Schema**

**Entities and Relationships:**

**Products:**

* Product ID (Unique identifier)
* Name
* Price
* Stock
* Category (Electronics, Clothing, Groceries, etc.)
* Tags (e.g., "New Arrival", "On Sale")

**Orders:**

* Order ID
* Customer ID (Linked to Customers)
* Product ID (Linked to Products)
* Quantity
* Status (Pending, Shipped, Delivered)
* Timestamp (Order date and time)

**Customers:**

* Customer ID
* Name
* Contact Info (Email, Phone)
* Address (Delivery address)
* Order History (List of past orders)

**Delivery Zones:**

* Zone ID
* Coverage Area (Cities, Postal Codes)
* Assigned Drivers (Courier details)

**Shipments:**

* Shipment ID
* Order ID (Linked to Orders)
* Status (In Transit, Delivered)
* Delivery Date

**Diagram (Simplified):**

[Products]

- Product ID

- Name

- Price

- Stock

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[Orders] ---------> [Customers]

- Order ID - Customer ID

- Product ID - Name

- Quantity - Contact Info

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[Shipments] <------- [Delivery Zones]

- Shipment ID - Zone ID

- Order ID - Coverage Area

- Status - Assigned Drivers

**Next Steps:**

**Market Research:**

* Analyze competitors (e.g., Amazon, Daraz).
* Understand customer needs and preferences.

**Platform Design:**

* Create wireframes and mockups (Homepage, Product Page, Cart, Checkout).
* Focus on User Experience (UX) and User Interface (UI).

**Finalize Technology Stack:**

* **Frontend:** React.js or Next.js.
* **Backend:** Node.js or Django.
* **Database:** MongoDB or PostgreSQL.

**Assign Team Roles:**

* Allocate tasks to developers, designers, and project managers.

**Build a Prototype:**

* Develop a prototype with basic functionalities (product listing, cart, checkout).

**Testing:**

* Test the prototype and collect feedback.
* Make improvements based on feedback.

**Prepare a Launch Plan:**

* Create a marketing strategy (social media, SEO, ads).
* Set a launch date and create pre-launch buzz.

