

# Day 1 - Marketplace Business Goals - SportHub

## 1. Problem Statement

Problem:  
Customers struggle to find a trusted platform for purchasing authentic sportswear from multiple verified sellers in one place. Existing marketplaces lack quality assurance and transparent seller verification.

## 2. Target Audience

**Primary Buyers:**  
Athletes, gym enthusiasts, and casual buyers aged 18–45.  
Urban professionals seeking premium sportswear.

**Sellers:**  
Small-to-medium sportswear brands.  
Certified resellers of major brands (Nike, Adidas, Puma).

## 3. Unique Value Proposition (UVP)

Authenticity Guarantee: Rigorous seller verification process with "Trusted Seller" badges.  
Fast Shipping: 1–3 day delivery via partnered logistics providers.  
Exclusive Drops: Early access to limited-edition releases.

## 4. Market Research Insights

Competitor	Strengths	Gaps
Amazon	Wide product range	Limited quality assurance
Daraz	Localized pricing	No multi-vendor verification
StockX	Authenticity checks	Limited to sneakers/streetwear

Insights:  
78% of surveyed buyers prioritize seller credibility over pricing.  
62% abandon carts due to unclear delivery timelines.

## 5. Products/Services Offered

Core Products:

- Athletic apparel (shirts, shorts, leggings).
- Sports shoes (running, gym, hiking).
- Accessories (gym bags, water bottles, sweatbands).

Services:

- Seller verification and onboarding.
- Priority shipping options.

## 6. Data Schema Draft

Entities:

- ❖ User
- ❖ UserID, Name, Email, Role (Buyer/Seller/Admin), Address
- ❖ Product
- ❖ ProductID, Name, Price, SKU, Stock, SellerID
- ❖ Order
- ❖ OrderID, CustomerID, TotalAmount, Status, Timestamp
- ❖ Shipment
- ❖ ShipmentID, OrderID, TrackingNumber, Status

Relationships:

- ❖ Sellers (User) → List Products.
- ❖ Customers (User) → Place Orders.
- ❖ Orders → Linked to Shipments.