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## Customer Schema:

Customer ID : Primarykey => 1

Name : String => Jawad Ali

Email : String => alizawad@gmail.com

Address: String => Malik, Bin Qasbi

Phone Number: Number => 03070083733

Order history: String[] => [1, 2, 3]

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## Delivery Schema.

Zone ID: Primary  $\Rightarrow$  1

Zone Name: String  $\Rightarrow$  Steel town.

Area Coverage: String  $\Rightarrow$  15 street

Assigned drives: String[]  $\Rightarrow$  All

Estimated delivery: String  $\Rightarrow$  3 days

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## Order Schema.

OrderID : Primary key => 102

CustomerID : Foreign key => 2

ProductID : Foreign key => 2

Quantity : Number => 3

OrderDate : Number => 15-01-2025

Total Price : Number => 599.98

OrderStatus : String => Pending Shipped



©

## Product Scheme.

ProductID: UniqueID  $\Rightarrow$  Primary key

Name: String  $\Rightarrow$  leather sofa.

Price: Number  $\Rightarrow$  29.00

Original price: Number  $\Rightarrow$  39.00

Stock Quantity: Number  $\Rightarrow$  4443

Image: Asset.url  $\Rightarrow$  image url

Description: String  $\Rightarrow$  A comfortable sofa

Tags: String[]  $\Rightarrow$  latest, new, modern.

Free delivery: Number  $\Rightarrow$  10.00

Orders: String[]  $\Rightarrow$  [#, #, #, ...]

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.....> Order is processed

Product shipped — Order is assigned to delivery  
↓

→ Customer Receives product

→ Customer can return  
Exchange  
If needed.

- 
- My Marketplace will provide affordable prices, combo of per se (e.g. Sofas + headphones) and easy return policies plus affordable for middle-class families in future in will add customization in future.

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## Work flow Website

Customer visit website.

Browns product  
(furniture, headphones)

Select Quantity — Select product  
Add to cart

checkout

Enter Delivery —> Select payment  
Details Methods

Confirm Order

Generate order and  
tracking id



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• Being loyal with customer gives them a good quality furniture (Sofa)

## # Marketing Strategy

- Run creative campaign on Instagram, Facebook, LinkedIn
- Flash sales to create urgency and drive traffic in website.
- Offer discounts to customer.

## # Target Audience

- My target Audience are young students, Professionals, Middle class families, Business Managers, Owners, Whose looking for budget friendly furniture

### => USP

- Offer bundle deals combo deals like (Sofa + Headphones at Discounted price)
- Fast delivery Guarantee for both in 4th day.
- Allow customers to customize furniture.



Day :- 01

①

# Market place type

=> Comfortable

E-COMMERCE

=> Furniture (Sofas and chairs) and included electronics accessories (headphones) and in the furniture. I can expand to home decor items.

# Business Goals

=> Problem to Solve

- Customer needs: Affordable furniture and electronic accessories on a single platform. They should not have to visit multiple websites for their needs.