

Date: _____

LAYING THE FOUNDATION FOR YOUR MARKETPLACE BUILDER

Introduction to E-commerce, Commerce,
and Rental E-commerce.

Everything you need to know about the
E-commerce. The term electronic commerce
or e-commerce refers to any sort of
business transaction for information exchange
or monetary transaction or both at
times.

E-commerce means using the Internet
and the web for business transactions
or commercial transactions, which typically
involve the exchange of value (e.g., money)
across organizational or individual boundaries
in return for products and services.

Hence retailing is a subset of e-commerce
which encapsulates all "Commerce":
conducted via the Internet. It refers to that

part of e-commerce that entails the
sale of product merchandise and does not
include sale of services, namely railway
tickets, airlines tickets and job portals.

E-commerce or quick commerce
is an e-commerce business model driven

by quick on-demand delivery.
The quick commerce business model
combines the benefits of e-commerce
(conducting trade using the internet)
and the traditional shopping experience
(completing trade within minutes)
to create a new business model that
satisfies the increasing demands
for speed while buying online.
Rental e-commerce an online
rental store becomes essential which
enables customers from diverse locations
to access and book your rental
inventory conveniently. This caters to
varied schedules and time zones, enhancing
customer satisfaction.

OBJECTIVE:-

1. Compare by yourself and understand the e-commerce, q-commerce and rental e-commerce difference.
2. Learn and collect all the important business unique tips in your mind.
3. Initialize your mindset and ideas for business aims or goals.

4. Begin thinking about your data schema on paper and consider your mindset towards business entities.

1. What is E-commerce?

Electronic commerce, or e-commerce, is the buying and selling of goods and services over the Internet. Nearly every imaginable product and service is now available through e-commerce, and it has upended how many companies and entire industries do business.

POINTS TO REMEMBER:-

- * E-commerce operates in several market segments, including business-to-business, business-to-consumer, consumer-to-consumer, and consumer-to-business.

- * E-commerce can be a substitute for brick-and-mortar stores, though some businesses choose to maintain both.

- * Almost anything can be purchased through e-commerce and it has lowered the barriers to entry for many types of businesses such as retailers.

- * E-commerce includes: Product Catalog, Order fulfillment, Payment Systems, Customer management, shipment and

Tracking

Examples of E-commerce Business

- General E-commerce: Amazon, Dailies etc.

- Niche E-commerce: It includes Trendy t-shirts, Beauty products, Eco-friendly products.

Why Build an E-commerce Market place?

Building an e-commerce market place has several benefits, including reaching wide audiences, profit generation, and boosting online presence for brands.

2. What is Q-commerce?

Q-commerce is also referred to as quick commerce. It is a type of e-commerce where emphasis is on quick deliveries typically in less than an hour. Q-commerce originally started with food delivery and it still represents the largest

chunk of the business. It has quickly expanded to other categories particularly for grocery delivery, medicines, gifts, and apparel etc.

Date: _____

POINTS TO REMEMBER:-

- * Ultrafast - Fast Delivery provided with in 10-30 minutes, significantly faster than traditional e-commerce.
- * Q-commerce platform operates on a hyperlocal model, stocking high demand items in smaller warehouses known as dark stores.
- * Q-commerce primarily targets everyday essentials such as groceries, beverages, personal care items, and medicines.

Examples of Q-commerce Businesses

- Cretu is a Turkish startup that offers courier service for restaurant food deliveries and on-demand delivery services for grocery items.

- Q-commerce relies on cutting-edge technology and well-designed operational models.

IMPACT OF Q-COMMERCE:

* Q-commerce's impact extends beyond convenience; it reshapes consumer expectations and behaviors.

* The economic impact of q-commerce resulting from consumer behavior changes includes reduced profit margins.

Why Build a Q-commerce Marketplace?

The quick commerce business model combines the benefits of e-commerce (conducting trade using the internet) and the traditional shopping experience (completing trade within minutes) to create a new business model that satisfies the increasing demands for speed while buying online.

Q. What is Rental E-commerce?

Rental E-commerce is referred to as an e-commerce platform which enables the rental sales process by offering omnichannel marketing, interactive design boards for event planning, visually appealing product catalogs, SEO optimisation, and mobile responsiveness.

POINTS TO REMEMBER:-

- Regular e-commerce sites and rental websites share different business models.
- An online rental store comes with several revenue generation channels.
- United Rentals, Core, and Penske are some rental businesses that are leading the rental economy with their unique rental models.

Examples of Rental E-commerce Businesses:-

- Renting services: *beaflow* also provides free consultation to renters and partners with shipping services to deliver heavy orders when needed.

- *Gymlend* a fitness industry. It is a peer-to-peer marketplace started by two Sydney sides that allows local to rent workout equipment both from listed gyms and existing equipment owners.

Why build a rental E-commerce marketplace?

Rental marketplaces allows individuals and businesses to earn extra income by renting out their unused assets to others.

Date: _____

KEY BUSINESS JARGON TO KNOW:-

Knowing business jargon can be important for those working in companies and organizations to understand certain directions and perform their job duties more efficiently. Whether they are practicing or they are learning how their job is affecting other parts of the company, or knowing when to pause a topic of conversation, understanding the business's unique lingo, marketplace terms are less complicated and intimidating. Read on to discover essential terms and definitions that will aid you in building your business' marketplace in the best way possible!

*The liquidity of a marketplace is how easily a buyer and a seller can find each other. This is the most important part of a marketplace operating

effectively, and without it, a marketplace has a value to the buyer and seller. The number one reason that a marketplace fails is because of a failure to maintain liquidity. In other words, if buyers can't find the product or service that the seller is offering, then no sale can be made, rendering the marketplace useless.

* Before you can build and grow your brand with in a marketplace, you must first understand what a marketplace is. Simply put, a marketplace provides the basic infrastructure to facilitate a purchase. A quality marketplace will be the connection between you (the seller) and those who are purchasing your products (the buyer). This infrastructure is made up of payment messaging, reviews, and more that can aid in the transaction process and help to complete the purchase of your goods and services.

Date: _____

The process of matching is and dependent upon a marketplace. When a buyer finds a supplier, they are matched. Overall matching is the process of finding each other is the orchestrated process. Matching can be done in a number of different ways, from automated matching, where the seller decides which customer to transact with (example: Uber) to demand matching, which is the exact opposite (example: Airbnb). Regardless, once the transaction has taken place, the buyer and seller have been effectively matched, and the marketplace has served its purpose successfully.

* A marketplace is ineffective without a buyer and a seller - the seller who is providing the product or service is the supply side of a marketplace, while the buyer who is acquiring the product or service is the demand side.

* The structure of a marketplace is essential to its success. Each marketplace structure is slightly different, designed

to be raised to its specific target audiences.

5) YOUR TASK DAY 01:

Step 1: Choose your market place type, justly consider your niche, the type of services or products you want to sell and the demand for those products or services. Find the niche that matches your interests. Think about the problems you want to solve. Research the demand for your products or services.

Step 2: Define your business goals.

Set some smart goals that are specific, measurable, achievable, relevant, and time bound. Also identify long-term goals, create an action plan, communicate goals.

Step 3: Create a data schema
Analyze database requirements and
choose a database model. Understand
the primary and foreign keys.
Explore different relationships,
such as one-to-one, one-to-many
and many-to-many.
Create an entity relationship
diagram. Normalize database
schema. Design database tables.
Implement data relationships. Test and
refine