

Day - 01

Step - 01:

I've chosen to build a Q-commerce (Quick commerce platform)

Primary Purpose

The primary purpose of my market place is to cater to customer's urgent and immediate needs by providing fast delivery of everyday essential items. I am focusing on snacks and fast food which will be delivered within an extremely short time frame - typically under an hour.

Step - 02 :

1. Problems

The main problem my Q-commerce marketplace aim to solve is the inconsistent quality and delivery time of essential food items.

Customers often face issue where food arrive cold stale or not a fresh as expected. Additionally delivery times are often longer than promised, leading to frustration. My marketplace ensure that food is delivered quickly (within 30 mins) while maintaining highly quality, ensuring that customer receive fresh, hot meals without any compromise.

This solve the problems of delayed deliveries and low quality food, offering a better experience overall.



2. Target Audience

- My target audience consist of busy professionals, working parents and urban dwellers who live in fast placed environments and need quick access to everyday essential.
- Another segment of my target audience include individuals who may have mobility issues or cannot easily access physical stores but need fast delivery of essential products.

3. Product or Services

Product: I will focus on delivery essential good like snacks and fast food : (burger, pizza, chips, biryani etc)

4. Set your Marketplace

Speed: The most important differentiating factor for my marketplace will be speed. my platform will focusing on delivery products within 30 minutes to customer in the local area.

Convenience: Offering users the ability to order essentials from the comfort of their home or workplace without worrying about



long delivery times.

Customer Service: My platform will focus on offering excellent customer service, with real-time order tracking, transparent communication and customer support for resolving issues quickly.

Step - 03

1. Identify the core entities in your Marketplace

- Products: The food or groceries being sold
- Customer: The individual who orders food from my marketplace

- Orders: Transaction made by customers, including the products they've selected, quantity and price.
- Deliveries: Information related to the delivery time the driver and the status of the order.
- Payments: The information related to the payment for each order, such as the amount, payment method, and transaction status.

2. Relationships between Entities:

- products are related to order (since customer will select products when making an order)

- Orders are related to Customers (each order is placed by a specific customer)
- Orders are also related to deliveries (each order needs to be delivered)
- Orders are related to Payment (each order requires a payment)

[Items(food)]

- ID: 09
- Name: "Pizza"
- Price: "3200"
- Stock: "4"

[Order Detail]

- Order detail ID: 121
- Order ID: 402
- Product ID: 101
- Quantity: 2

[customers]

- customer ID: 304
- Name: "Laiga Eman"
- Contact info: "mobile no"
- Address: "Street Town city"

[Orders]

- Order ID: 402
- Customer ID: 304
- Total Amount: 6400
- Status: "Active"

[Delivery Zones]

- Zone ID: 5700
- Zone Name: "mati"
- Coverage area: "town"
- Assigned driver: "Asad"

[Shipment]

- Shipment ID: 25076
- Order ID: 402
- Status: Active