Day 1   LAYING THE FOUNDATION OF MY MARKETPLACE JOURNEY

Q-COMMERCE

FOODTUCK

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What problem does your marketplace aim to solve?

Problem Statement for Our Food Marketplace

Our marketplace aims to solve the problem of limited access to high-quality, fresh, and affordable food options. Many customers struggle to find diverse and hygienic food choices that meet their preferences and dietary needs. Additionally, local food vendors often face challenges in reaching a wider audience due to a lack of digital presence. Our platform bridges this gap by connecting customers with reliable food providers, ensuring convenience, variety, and transparency in pricing and quality. Through our user-friendly interface, we make it easier for food lovers to explore and order their favorite meals while supporting local businesses.

Who is your target audience?

Target Audience for Our Food Marketplace

Our food marketplace caters to a diverse audience, including:

1. **Food Enthusiasts** – People who love exploring different cuisines and are looking for high-quality, delicious meals.

2. **Busy Professionals & Students** – Individuals with hectic schedules who need quick, convenient, and reliable food delivery.

3. **Families & Home Cooks** – Those seeking fresh ingredients or ready-to-eat meals for their households.

4. **Health-Conscious Consumers** – Customers who prefer organic, healthy, or dietary-specific food options.

5. **Local Food Vendors & Restaurants** – Small businesses and home-based chefs looking for a digital platform to expand their reach and grow their customer base.

By catering to these groups, our marketplace ensures accessibility, variety, and convenience for both consumers and food providers.

What products or services will you offer?

Products & Services Offered by Our Food Marketplace

Our food marketplace provides a range of products and services to cater to different customer needs, including:

1. Food Products

- **Freshly Prepared Meals** – A variety of cuisines, including fast food, traditional dishes, and healthy meal options.

- **Beverages & Desserts** – Fresh juices, smoothies, coffee, cakes, and other sweet treats.

- **Organic & Fresh Ingredients** – High-quality fruits, vegetables, dairy, and other grocery essentials for home cooking.

2. Services

- **Online Ordering & Delivery** – A seamless platform for customers to browse, order, and receive food at their doorstep.

- **Pre-Booking & Catering** – Bulk ordering for events, office lunches, and family gatherings.

- **Subscription Meal Plans** – Customized meal plans for daily, weekly, or monthly subscriptions.

- **Vendor Partnership Program** – A platform for home chefs, restaurants, and food businesses to sell their products and expand their customer base.

Our goal is to provide convenience, variety, and quality to customers while supporting local food businesses.

What will set your marketplace apart (e.g., speed, aAordability, customization)?

Our food marketplace stands out due to its speed, affordability, customization, and quality. We ensure fast and reliable delivery with an efficient order management system, reducing wait times for customers. Our pricing is competitive, offering special discounts, deals, and budget-friendly meal options. Customers can personalize their meals with dietary-specific choices such as keto, vegan, and gluten-free options. We provide a dedicated platform for small food businesses, home chefs, and local restaurants to expand their reach. Strict quality control and hygiene standards ensure that all food is fresh and safe. Our user-friendly website and app make ordering, tracking, and payment seamless, creating a convenient and satisfying experience for our customer

Identify the entities in your marketplace (e.g., Products, Orders, Customers, Delivery Zones).?

Our food marketplace consists of several key entities that ensure smooth operations and a seamless customer experience.

Products include freshly prepared meals, beverages, desserts, and organic ingredients. Orders represent customer purchases, including order details, payment status, and delivery tracking. Customers are individuals who browse, order, and review food items. Vendors are restaurants, home chefs, and food

businesses offering their products on the platform. Delivery zones define the areas where our services are available, ensuring timely and efficient food delivery. Payments cover different methods like online transactions, cash on delivery, and digital wallets. Reviews & Ratings allow customers to provide feedback, helping maintain quality and trust. Each of these entities plays a crucial role in making our marketplace efficient and customer-friendly.

Draw relationships between these entities using a diagram (pen and paper preferred). Below is an example of a simple schema diagram:

Define entities

dot.node("Products", "Products\n- ID\n- Name\n- Price\n- Stock")

dot.node("Orders", "Orders\n- Order ID\n- Customer ID\n- Product ID\n- Quantity")

dot.node("Customers", "Customers\n- Customer ID\n- Name\n- Contact Info")

dot.node("Vendors", "Vendors\n- Vendor ID\n- Name\n- Products Offered")

dot.node("DeliveryZones", "Delivery Zones\n- Zone ID\n- Location")

dot.node("Payments", "Payments\n- Payment ID\n- Order ID\n- Amount")

Define relationships

dot.edge("Products", "Orders", label="included in")

dot.edge("Orders", "Customers", label="placed by")

dot.edge("Orders", "Payments", label="paid via")

dot.edge("Vendors", "Products", label="provides")

dot.edge("Orders", "DeliveryZones", label="delivered to")