

Day 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Step 1: Choose Your Marketplace Type

General E-Commerce:

E-Commerce refers to the buying and selling of goods or services online, facilitated through digital platforms and payment systems.

Step 2: Define Your Business Goals:

1) What problem does your marketplace aim to solve?

~~Ans~~ To provide a convenient and efficient platform for customers to purchase authentic Nike products online.

2) Who is your target audience?

Active individuals, athletes and Nike brand enthusiasts across all age groups: men, women and kids.

3) What products or services will you offer?

A wide range of Nike products, including footwear, apparel, accessories, and sports equipment.

4) What will set your marketplace apart?
Authentic products, seamless shopping experience, fast delivery and exclusive collections for loyal customers.

Step 3 ii) Identify the Entities in your marketplace

1) Products: ID, Name, Description, Price, Image, Stock, Size, category (Men, Women, kids).

2) Orders: Order ID, Customer ID, Product ID, Quantity, Order status (Pending, shipped, Delivered), Timestamp, subtotal.

3) Customers: Customer ID, Name, Email, Phone Number, Address, Order History.

4) Shipment: Shipment ID, Order ID, Current status (In Transit, Delivered), Delivery Time.

5) Delivery Zones: Zone Name, Coverage Area, Assigned Drivers.

ii) Draw Relationships Between Entities.

