

HACKATHON : 3 (DAY - 1)

STEP 1 : MARKETPLACE TYPE

Choice: Q-Commerce (Quick Commerce)

FOODTUCK

Primary Purpose:

The primary purpose of this Q-commerce store is to make it easy and convenient for customers to access fresh, high quality and delicious meals.

Foodtuck is committed to providing healthy food at affordable prices while ensuring a fast and reliable delivery service. Its goal is to create a seamless and enjoyable experience for customers where great taste, quality and convenience come together to meet their everyday food needs.

STEP 2 : BUSINESS GOALS

① What problem does your marketplace aim to solve?

- Foodtuck aims to solve the problem of finding healthy, high quality meals that are both convenient and affordable. It address the common challenge of balancing health and affordability by offering premium quality meals at very reasonable cost. With Us, Customers no longer have to compromise on their health.

"We prioritize customer's health."

② Who is your target audience?

- Health Conscious People:

People who want to eat healthy but don't have time to cook at home

(Gym goers, fitness enthusiasts and people on diets).

- Busy Working Professionals:

Employers working from offices or home who need quick lunch or dinner options

- Students:

College or University students who wants to lives in hostel and needs quick food options which are healthy as well.

- Elderly People:

Senior Citizens who find it difficult to cook or can't cook for themselves but want fresh, healthy and nutritious meal.

- Foodlovers:

People who love trying a variety of delicious and flavorful dishes.

③ What products or services will you offer?

Foodtruck will provide a variety of healthy, high-quality meals, including fresh dishes made from premium ingredients, delivered quickly to ensure convenience and satisfaction for customers.

Food items include:

- Fast food, desserts, vegetable curries, rice dishes and a lot more.

- Fast and efficient delivery service to ensure that food is hot, (30 to 60 min)

- An easy to use online platform for customers to order food from variety of healthy and tasty meal options.

④ What will set your marketplace apart?

- Speed:

Fast and speedy delivery to ensure that food should deliver within next 40 to 60 mins after an order.

- Affordability:

Our prices will offer better value for money by combining affordability with high quality, healthy and delicious meals. We will make customers every purchase worthwhile.

- Food quality :

Fresh, healthy and premium ingredients to ensure that every meal meets the highest standards of taste and nutrition, setting us apart from competitors.

DATA SCHEMES

Customer	Customer ID
Name	Email
Phone	Address
Orders	

Order	Customer ID
Order ID	Product Name
Quantity	Price
Order Time	

Product	Product ID
Name	Description
Image	Category
Price	Quantity
Category	

Payment	Payment ID
Customer ID	Payment Method
Payment Status	

Delivery	Delivery ID
Customer ID	Product ID
Phone	Address
Delivery Time	