**Conclusion**

In conclusion Moogle has focused on the categories that are necessary for a company like this to run with the addition of its two features, “Herd Membership” and a watchlist. When drawing from companies that are already in place such as Amazon and eBay, we have organized the categories and thought about how each of them should react with one another in order to compete with the companies already in place. In analysis of the different sections and the overall company as a whole we came up with a total ER diagram that describes how the entities relate to one another and what attributes in each entity needed in order for Moogle’s database to run properly. This diagram will be the basis for the database we want to build for Moogle and moving forward we need to start thinking about how to implement our design. So far this is the conceptual design and principles we want to incorporate within each entity or how each process of Moogle will operate on a database level. This step is important because going forward we have a base design to work off of when actually trying to implement the database itself. This prevents us from forgetting about features or setting up the database in a way that doesn’t allow for a critical feature of the company to operate. In this paper we believe the design is efficient and will help make Moogle a top tier company.