

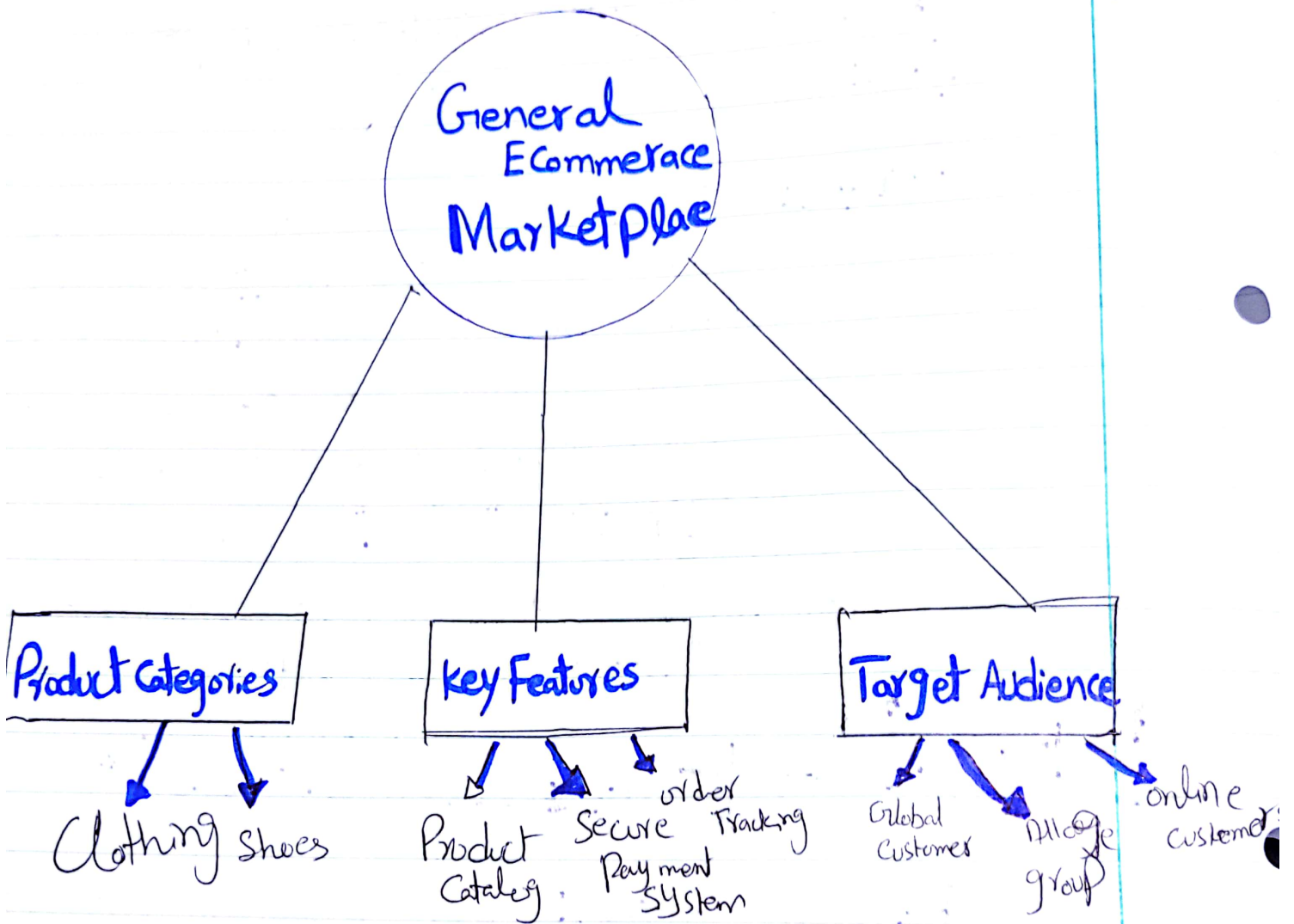
Day 1: E-COMMERCE MARKETPLACE

Step 1 (Choose Your Marketplace Type)

Type: General E-Commerce

Purpose: To build a one-stop marketplace that offers "Customers" a diverse collection of trendy, affordable and Premium shoes, ensuring an easy shopping experience, while providing "Sellers" a scalable platform to reach a broader audience & "boost Sales" effectively.

Step 2 (Business Goals)



"boost Sales" effectively.

Step 2

⌘ (Business Goals) ⌘

Problem Solved: Our platform brings together a wide range of shoes - Casual, Sporty and Premium - in one place, making (Shopping quick, easy and tailored) to every style and budget like Nike.

Target Audience:

- ★ Athletes ★ Fashion Enthusiasts
- ★ Teen & Young Adults ★ Sneaker Fans
- ★ Active People

=> Product/Services: Variety of Nike Shoes including Custom designs & Limited editions.

=> Unique Selling Points:

- ★ Speed: Quick delivery & Smooth checkout
- ★ Affordability: Best Prices and exclusive deals.
- ★ Customization: Personalized shoes and designs
- ★ Quality: Guaranteed authentic Nike Products.

=> Business Outcome

Build trust and achieve high Sales.

Step 3

Main Entities & their Relationship

Products, orders and Customers with clear connections.

[Product]

- ID
- Name
- Price
- Stock

[order]

- Order ID
- Product ID
- Quantity



[Customer]

- Customer
- Name
- Contact info