

# Marketplace Builder: Day 1

1) Understanding marketplaces:-

\* There are four types of marketplaces:

## 1. Personal Ecommerce:-

what it is? selling personal items through platforms like Etsy or eBay.

Example: Selling hand made Jewellery and vintage clothes.

Keypoint: small scale, Easy to start, Often a one-person business.

## General E-commerce:-

what it is? This refers to large online market place where you can find a variety of products. sold by multiple sellers

Example: Amazon, Decaz or Walmart.

## Rental Commerce:-

what it is? This type allows people to rent a product instead of buying them.

Example. Renting a car through a platform like Turo.

## Quick Commerce:-

what it is? This focuses on superfast delivery of everyday items.

Example. Apps like Food panda.



## Laying the foundation for our marketplace:

Marketplace type: General Ecommerce.

Keypoints for GE:-

- 1) Product variety: This ensures that customers can find almost anything they need in one place.
- 2) Multiple sellers: The platform allows different sellers to list their products. Think of it like a virtual mall.
- 3) Convenience: Make shopping simple for users by offering easy navigation, product search and fast checkout.
- 4) Reliability: Ensure that the products shipping and customer service are dependable.

# OBJECTIVE:-

The objective for this general ecommerce platform is to create a wide-reaching online marketplaces similar to Daraz.

## BUISSNESS GOALS:-

1. Providing easy access to diverse products from trusted sellers.

why? In many regions especially in developing countries consumers often face challenges when trying to access a variety of products. They may have limited access to physical store or may not be able to find trusted sellers. That's why we offer all things.

Goal: we'll provide a one-stop-shop where customers can browse, compare, and buy a wide range of products without leaving their homes.



2. Offering a seamless shopping experience for customers across Pakistan:-

why? Users want quick simple and hassle free shopping. slow sites or hard-to-use platforms push them to competitors.

Goal: By focusing on a seamless experience my aim is to keep customers happy and encourage them to return.

## TARGET AUDIENCE:-

- 1) Middle class Families, working Professionals and small businesses.
- 2) This group represent a large portion of a population in many regions.

Goal:- Understanding who our target audience is allows our platform features to meet their needs.

for example : we can create payment methods suited for middle class families.

3. what will set your marketplace apart?

1) Affordable pricing

2) Fast delivery options

3) Local payment methods like Easypaisa, jazzcash, COD (Cash on delivery).

Because they may not be comfortable with international payment systems.



## 4. Oux Marketplace Features:-

### For Buyers:-

- ) ~~Easy product listing~~ Product search
- ) ~~Sales and inventory management~~
- ) Secure checkout and Payment.
- ) Order tracking
- ) wish list

### For sellers:-

- ) Easy product Listing
- ) sales and inventory management
- ) Marketing tools
- ) Order management

### For Admins

- ) User and seller management
- ) Fraud detection & security
- ) Return policies, customer support

# Techstacks:-

Frontend:- Nextjs, shaden

Backend: Nodejs, Express js

Database: MongoDB

Payment: Easypaisa, Jazzcash, WD

security: JWT, password hashing (Bcrypt)

Deployment: AWS or Digital ocean (it's up  
me)

## 5) why its different from Amazon/Daraz.

- 1) wider support for local payment methods like Easy paisa and jazzcash.
- 2) Quicker deliveries with local courier Partnership.
- 3) Promoting small businesses and local sellers.
- 4) offers customer services in regional ~~lan~~ languages.
- 5) Ensures customers exactly receives what they ordered.