

"Brainstorming"

Book Store

Step 1.

Market Place Type:

"Rental E-Commerce"

Step 2.

Business Goals:

① Problem: And solution:

Many people prefer reading physical books (hardcopies) over digital formats (pdf, online versions). But the high prices of physical books, especially IMPORTED ones or special editions, make them unaffordable. My rental ecommerce platform will allow users to rent books in low prices instead of buying them. It will also promote sustainability by reducing the need for excessive book printing.

② Target Audience:

1. Students

2. Budget Conscious Readers

3. Environmentally Conscious Readers

4. Small libraries or book clubs that might prefer renting books to keep costs low.

5. Book lovers

6. Frequent movers (who avoid owning many books due to limited space or frequent relocation).

③ Products And Services:

(i) Books for rent:

- Text books
- fiction
- Non-fiction (self-help, biographies etc)
- Educational & reference book
- Children's Books (story book etc)
- Niche genres (comic etc)

(ii) Book bundles

(iii) Subscription options for regular customers to rent a set no. of books each month.

(iv) Home delivery and Pickup.

(v) Book reservation option to reserve popular or out of stock books in advance.

(vi) Referral Program (those customers who'll refer others will get discounts or free rentals).

What will set my book rental marketplace apart from others?

⇒ **Affordability** - low cost rentals and flexible pricing will allow customers to rent books for different periods (daily, weekly, or monthly) with options to extend rentals as needed.

⇒ **PERSONALIZED** book Recommendations based on users' reading history and interests.

⇒ **SUSTAINABILITY**: my marketplace will encourage book sharing and recycling by renting instead of buying, helping to reduce paper waste and unnecessary production.

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"LAYING FOUNDATIONS FOR MARKETPLACE JOURNEY"

Marketplace Type:

"Rental E-Commerce"

Primary Purpose. It will allow customers to rent products, like books, instead of buying them. It provides affordable and flexible access to goods, making them accessible to a larger/broader audience, especially those on a budget. This model also promotes sustainability by encouraging shared use of resources.

Business Goals:

Problem: Many people prefer reading physical books (hardcopies) over digital formats (pdf, online versions). But the high prices of books, especially IMPORTED ones or special editions, make them unaffordable.

Solution: My rental ecommerce platform, called "Rent-a-Read" will allow users to rent books in low prices instead of buying them. It will also promote sustainability by reducing the need for excessive book printing.

Target Audience:

1. Students
2. Budget conscious Readers
3. Environmentally conscious Readers
4. Small libraries or book clubs that might prefer renting books to keep costs low.
5. Book lovers.
6. Frequent Movers (who avoid owning many books due to limited space or frequent relocation).

Products And Services:

(i) Books for rent:

- Text books
- Fiction
- Non-fiction (self-help, biographies etc)
- Educational And Reference books
- Children's Books (Story books etc)
- Niche genres (comic etc)

(ii) Book Bundles (collection of books of specific themes, most popular or best sellers)

(iii) Subscription options for regular customers to rent a set number of books each month.

(iv) Home Delivery and Pickup

(v) Book reservation option to reserve popular or out of stock books in advance.

(vi) Referral Programs: (those customers who will refer others will get discounts or free rentals)

What will set my "Book Rental Marketplace" apart from others?

⇒ **Affordability** - low cost rentals and flexible pricing will allow customers to rent books for different periods (daily, weekly, or monthly) with

options to extend rentals as needed.

⇒ PERSONALIZED book recommendations based on users' reading history and interests.

⇒ SUSTAINABILITY - My marketplace will encourage book sharing and recycling by renting instead of buying, helping to reduce paper waste and unnecessary production.

Data Scheme.

"ENTITIES"

PRODUCTS.

- Physical books - available for rent across various genres and categories.
- Bundles - collection of books for specific themes or needs.

Orders.

- Rental Orders - Record of customers renting books, including rental duration.
- Reservation Orders - Orders for books reserved in advance by customers.

Customers.

- Individual Customers (mentioned in detail in "target audience" heading)
- Organizations - libraries, schools, or book clubs renting books in bulk.

Delivery Zones.

- Local Areas: City/Town across Pakistan with direct delivery and pickup services)
- National Zones: Major Regions in Pakistan served through courier services).

- Remote Areas and International - If possible.

Shipments:

- Delivery Tracking - Tracks the movement of books from warehouse to customers.
- Return Shipments - Monitors the return of books after rental period.

Payments:

- Rental Fees - Tracks payments for book rental.
- Deposits - Security deposits for expensive or rare books.
- Subscriptions - Monthly or yearly fees for unlimited or discounted rentals.
- Refunds - Processes for refunding deposits or rental fees if applicable.
- Penalties -
 - (i) Damage Penalty: Charges for books returned in torn, stained or poor condition.
 - (ii) Late return Penalty: Fees for delayed beyond the rental period.
 - (iii) Non-Return Penalty: Full replacement cost for books not returned.

Inventory:

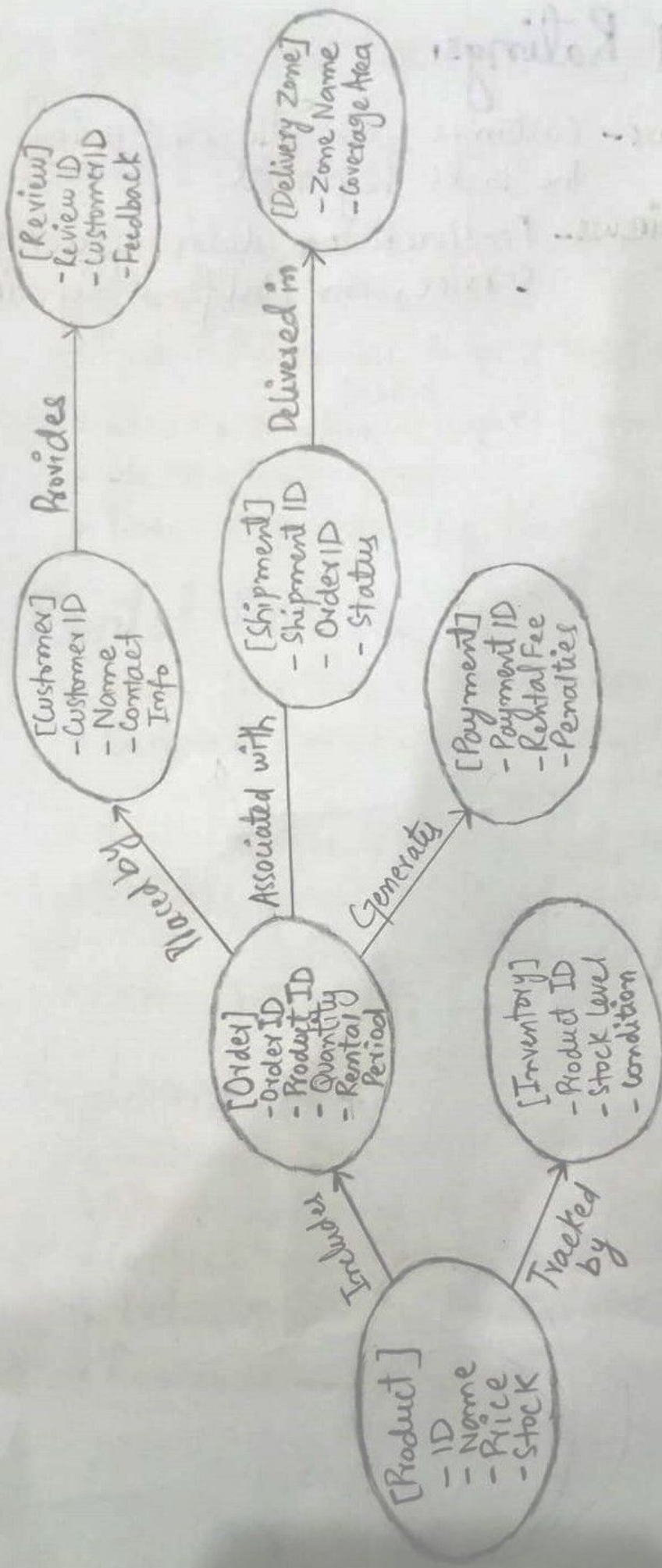
- Book stocks - Tracks the availability of books and condition of books in warehouse.
- Condition Monitoring - Records the state of books before and after return.

Reviews And Ratings.

- Book Reviews - Customer can rate and review the books they rent.
- Service Reviews - Feedback on delivery, customer service, and platform experience.

EMILY KERVONCHUB DUDKOV

"ENTITY RELATIONSHIP DIAGRAM"



Key Fields For Each Entity:

Books / Products:

- ID: Unique code for each book (e.g., ISBN)
- Title: Name of the book.
- Rental Price: Cost to rent the book for a specified period.
- Stock: Number of copies available for rent.
- Genre: Book category (e.g. Fiction, Self-Help, Academic)
- Tags: Keywords like "Bestseller", "New Arrival" or "Classic"

Rental Orders.

- Order ID: Unique Identifier for each rental transaction.
- Customer Details: Name, contact number, email, and delivery address.
- Book Details: Titles rented, rental duration, and fees.
- Status: Current state of order (e.g. Confirmed, Delivered, Returned)
- Order Date: Date and time the order was placed.

Customers.

- Customer ID: Unique Identifier for each renter.
- Name: Full name of the customer.
- Contact Info: Phone Number and email.
- Delivery Address: Location for book delivery.
- Rental History: List of previously rented books.

Delivery Zones.

- Zone Name: Specific region for book deliveries (e.g. "Karachi Zone")
- Coverage Area: List of cities or postal codes included in the zone.
- Assigned Drivers: Details of delivery personnel for each zone.

Shipments.

- Shipment ID: Unique code for tracking the rented books.
- Order ID: Associated rental order.
- Status: Delivery Progress (e.g. Out for Delivery, Delivered)
- Expected Return Date: Date when the book should be returned.

Returns.

- Return ID: Unique Identifier for each return.
- Order ID: Linked order for the return.
- Return Date: Date when the book was returned
- Condition: Status of book upon return (e.g. Good, Damaged).
- Penalty: Any applicable charges for late return or damage.

Payments:

- Payment ID: Unique Identifier for each transaction.
- Order ID: Links the payment to a specific rental order.
- Customer ID: Identifies the customer who made the payment.
- Payment Method: Mode of payment (e.g. Credit Card, Debit Card, Bank Transfer, COD etc)
- Amount Paid: Total amount paid for the order, including fees and discounts.
- Discounts: Applied discounts or coupon benefits.
- Payment Status: Current state of payment. (e.g. Pending, Completed, Failed)
- Invoice ID: Unique Identifier for invoice generated for payment.
- Timestamp: Date and time the payment was made.

Penalties:

- Penalty ID: Unique Identifier for penalties.
- Order ID: Linked to the specific rental order.
- Reason: Reason for the penalty (e.g. Late Return, Damage book, No return)
- Amount: Penalty fee charged to the customer.

Reviews And Ratings.

Review ID: Unique Identifier for each review.

Book ID: Linked to the reviewed book.

Customer ID: Reviewer details.

Rating: Star Ratings (e.g 1-5)

Comments: Feedback provided by the customer.