

DAY 1: LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Day 1: Introduction to E-Commerce, Q-Commerce, and Rental E-Commerce:

1. What is E-Commerce?

E-commerce (Electronic Commerce) refers to the buying and selling of goods or services through online platforms. It has revolutionized how businesses operate by offering a virtual storefront accessible to global audiences. Over the last decade, global e-commerce sales have grown exponentially, with total sales reaching over \$5 trillion in 2021 and projected to exceed \$7 trillion by 2025. This growth is driven by advancements in technology, increasing internet penetration, and changing consumer preferences for online shopping. The rise of mobile commerce (mcommerce) has further accelerated this trend, making e-commerce accessible anytime, anywhere.

- **Product Catalog:** Displays products with descriptions, images, pricing, and stock availability.
- **Order Fulfillment:** Handles the journey of an order from placement to delivery.
- **Payment Systems:** Facilitates secure transactions via payment gateways (e.g., PayPal, Stripe).
- **Customer Management:** Tracks user data, order history, and preferences.
- **Shipment and Tracking:** Ensures timely delivery with real-time logistics updates.

Examples of E-Commerce Businesses:

- **General E-Commerce:** Amazon, Daraz.
- **Niche E-Commerce:** Stores specializing in specific categories, like tech gadgets or handmade crafts. Why Build an E-Commerce Marketplace?
- **Scalability:** Scale your business to reach a global audience without geographical constraints.
- **Convenience:** Provides customers with a seamless shopping experience.
- **Profitability:** Leverage online visibility to increase revenue streams through direct sales and services.

Step 1: Choose My Marketplace Type:

- General E-Commerce

Step 2: Define Your Business Goals:

Based on template 2, my marketplace going to solve the furniture and its related products.

If people struggle to get affordable furniture for their home. So they can get it from my ecommerce shop. i.e: Muniba e-shop.

Products: furniture like chair, table, sofa, vase and crocery items.

Step 3: Create a Data Schema:

1. Identify the Entities in Your Marketplace:

o Start by listing the main components of your marketplace that interact with each other. These are the "entities."

Examples include:

- ♣ **Products:** Items available for sale or rent.
- ♣ **Orders:** Records of transactions between customers and your platform.
- ♣ **Customers:** Individuals or businesses purchasing or renting products.
- ♣ **Delivery Zones:** Areas covered by your logistics or service providers.
- ♣ **Shipment:** Tracks the movement of items from warehouse to customer.
- ♣ **Payments:** Tracks transactions and payment statuses.

2. Draw Relationships Between Entities:

[Product]

- ID
- Name
- Price
- Stock

|

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[Order] -----> [Customer]

- | | |
|--------------|----------------|
| - Order ID | - Customer ID |
| - Product ID | - Name |
| - Quantity | - Contact Info |

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[Shipment] <----- [Delivery Zone]

- Shipment ID - Zone Name
- Order ID - Coverage Area
- Status - Assigned Driver

o Products linked to orders.

o Orders associated with customers.

o Shipments and delivery zones integrated to track logistics.

Focus on Key Fields for Each Entity:

- **Products:**
 - ♣ **ID:** Unique identifier for each product.
 - ♣ **Name:** Name of the product.
 - ♣ **Price:** Cost per unit.
 - ♣ **Stock:** Quantity available.
 - ♣ **Category:** Classification of the product (e.g., Electronics, Clothing).
 - ♣ **Tags:** Keywords for search (e.g., "New Arrival").
- **Orders:**
 - ♣ **Order ID:** Unique identifier for each order.
 - ♣ **Customer Info:** Name, contact details, and address.
 - ♣ **Product Details:** List of products, quantities, and prices.
 - ♣ **Status:** Order status (e.g., Pending, Shipped, Delivered).
 - ♣ **Timestamp:** Date and time of order placement.
- **Customers:**
 - ♣ **Customer ID:** Unique identifier.
 - ♣ **Name:** Full name of the customer.
 - ♣ **Contact Info:** Phone number and email address.
 - ♣ **Address:** Delivery address.
 - ♣ **Order History:** Past orders placed by the customer.
- **Delivery Zones:**
 - ♣ **Zone Name:** Name or identifier of the delivery zone.
 - ♣ **Coverage Area:** List of postal codes or cities served.
 - ♣ **Assigned Drivers:** Details of drivers or couriers.
- **Shipment:**
 - ♣ **Shipment ID:** Unique identifier for tracking.

- ♣ **Order ID:** Linked order.
- ♣ **Status:** Current status (e.g., In Transit, Delivered).
- ♣ **Delivery Date:** Expected or actual delivery date.