LAYING THE FOUNDATION FOR MY MARKETPLACE JOURNEY

Task for Day 1

Step 1: Choose Your Marketplace Type

l Choose Q-Commerce

l want to launch a Q-Commerce platform in Pakistan so that people can fulfill their shopping needs and save their time

According to me, there is a shortage of Q-Commerce companies in Pakistan, so l want to provide a marketplace that can fulfill people's needs and save their time.

In your city of Karachi, people face many problems while shopping, such as lack of time and lack of genuine products. My platform will help solve these problems.

In my opinion, this is a great idea! There is a need for Q-commerce in Pakistan, and my platform will help fulfill people's needs.

Step 2: Define Your Business Goals

What problem does your marketplace aim to solve?

5 to 7 year goals
It is our responsibility to solve all these problems.

Here is a list of market issues related to Q-commerce.

1. Urgent delivery required.

2. Delivery time issues.

3. Product quality issue.

4. Customer Service Difficulties,

5. Difficulty in retaining customers

6. Difficulty in supply chain management

7. Difficulty in Order Fulfillment

8. Difficulty with return policy

Business Goals 2 to 5 years

1. To expand our platform in major cities of Pakistan.

2. To process 50,000 orders on our platform.

3. Increase our income to Rs 10 lakh per month.

4. Expand our customer base to 10,000 active users.

Step 3: Create a Data Schema

1. **Identify the Entities in Your Marketplace:**

   Products

   Represents items available for sale or rent on the platform.

   Key attributes:

   - Product ID
   - Name
   - Description
   - Price
   - Stock quantity
   - Orders

   Represents transactions between customers and the platform.

   Key attributes:

   - Order ID
   - Customer ID (link to Customer entity)
   - Product ID (link to Product entity)
   - Quantity
   - Order date
   - Total amount
   - Customers

Represents individuals or businesses purchasing or renting products.

Key attributes:

Customer ID

Name

Contact information (email, phone number)

Address

Delivery Zones

Represents areas covered by logistics or service providers.

Key attributes:

Zone ID

Zone name

Coverage area

Shipment

Tracks the movement of items from the warehouse to the customer.

Key attributes:

Shipment ID

Order ID (link to Order entity)

Delivery status

Assigned driver

Delivery date

Payments

Tracks payment transactions and their statuses.

Key attributes:

Payment ID

Order ID (link to Order entity)

Amount paid

Payment status (e.g., pending, completed)

Payment method (e.g., credit card, PayPal)

[Product]
- Product ID
- Name
- Price
- Stock Quantity
- Category
- Tags

[Order] -------------> [Customer]
- Order ID   - Customer ID
- Customer Info   - Name
- Product Details   - Contact Information
- Status   - Address
- Timestamp   - Order History

[Order] -------------> [Product]
- Order ID   - Product ID
- Product Details   - Name
                - Price
                - Stock Quantity

[Shipment] <--------- [Order]
- Shipment ID   - Order ID
- Status   - Quantity
- Delivery Date

[Shipment] <--------- [Delivery Zone]
- Shipment ID   - Zone ID
- Status   - Zone Name
- Assigned Drivers   - Coverage Area

[Payment] <---------- [Order]
- Payment ID   - Order ID
- Amount Paid
- Payment Status

[Customer]
- Customer ID
- Name
- Contact Info
- Address
- Order History

[Delivery Zone]
- Zone Name
- Coverage Area
- Assigned Drivers