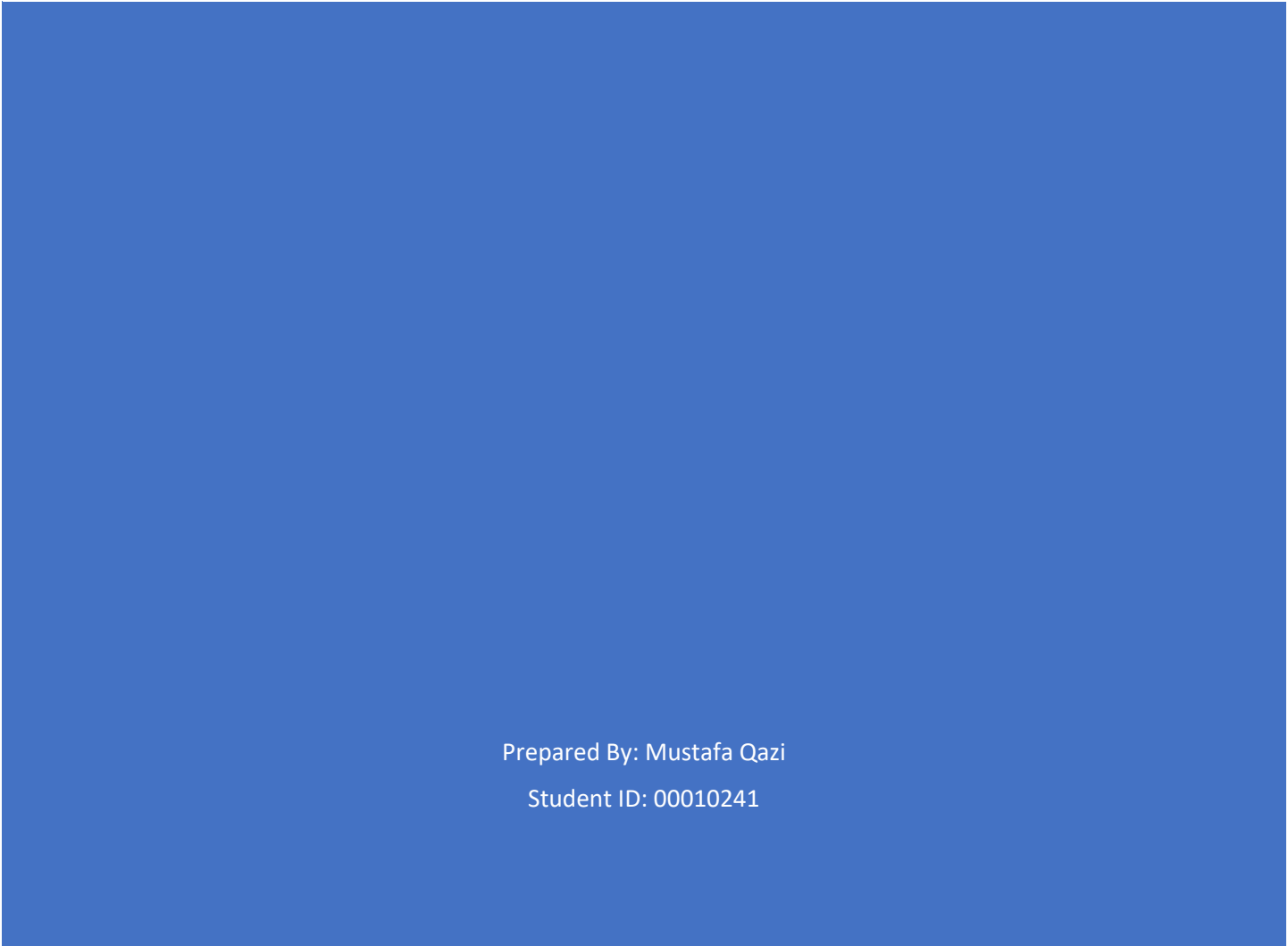




MARKETPLACE BUSINESS GOALS - URBANSTITCH



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General E-Commerce

Definition: A traditional online marketplace where customers buy products or services directly from sellers. This model typically involves a broader range of products across various categories.

Characteristics:

- **Product Ownership:** The customer purchases the product and becomes its owner.
- **Delivery Speed:** Delivery is usually within a few days, depending on the logistics infrastructure.
- **Examples:** Daraz, Amazon, Flipkart, eBay.
- **Use Cases:** Suitable for buying everything from clothing, electronics, and home goods to niche products.

Purpose

The primary purpose of a general e-commerce clothing store is to provide a platform where customers can browse, select, and purchase clothing and fashion items online. The store aims to:

1. **Offer a Wide Range of Apparel and Accessories:** The store typically sells a variety of clothing items, such as t-shirts, tops, pants, dresses, outerwear, and footwear, as well as accessories like bags, jewelry, and hats.
2. **Provide Convenience for Shoppers:** It allows customers to shop from the comfort of their homes, offering the ability to browse products, compare prices, and make purchases 24/7.
3. **Enhance Customer Experience:** Through features like personalized recommendations, customer reviews, size guides, and filters (e.g., by style, color, or price), the store aims to improve the shopping experience and help customers make informed decisions.
4. **Facilitate Easy Transactions:** The store enables secure and seamless payment options, including credit/debit cards, PayPal, and other payment methods, along with efficient order fulfillment and delivery systems.
5. **Promote Fashion and Trends:** E-commerce clothing stores often showcase current fashion trends, seasonal collections, and exclusive or limited-edition items, catering to a broad audience or niche markets.
6. **Provide Customer Service and Support:** The store offers customer support for issues like returns, exchanges, order tracking, and inquiries to ensure satisfaction and build loyalty.

In summary, the main purpose is to offer a convenient and user-friendly online shopping experience for customers, while also providing a variety of clothing products to meet different needs and preferences.

Business goals

1. Revenue and Sales Goals

- **Increase Monthly Sales Revenue:** Aim to grow sales by a specific percentage (e.g., 20%) within the next 6 months.
- **Average Order Value (AOV):** Increase AOV by upselling related items or offering bundle deals.
- **Customer Conversion Rate:** Improve the website's conversion rate by optimizing the purchase journey.

2. Customer Acquisition and Retention

- **Increase Customer Base:** Attract new customers using digital marketing campaigns and promotions.
- **Customer Retention Rate:** Build loyalty through personalized experiences, rewards programs, and effective email marketing.

3. Brand Awareness and Positioning

- **Establish as a Go-To Brand:** Position the store as a reliable and trendy clothing destination.
- **Social Media Presence:** Grow social media followers by 30% and engage users with consistent, high-quality content.

4. Product and Inventory Management

- **Expand Product Range:** Introduce new product categories like seasonal collections or exclusive designs.
- **Reduce Inventory Costs:** Use just-in-time (JIT) inventory systems to optimize stock levels and reduce overstocking.
- **Track Best Sellers:** Identify and invest in high-demand items based on sales trends and customer feedback.

5. Customer Experience Goals

- **Streamline Website UX:** Optimize navigation, improve page loading speeds, and implement a mobile-friendly design.
- **Simplify Checkout:** Reduce cart abandonment with guest checkout, fewer form fields, and payment options (optional)
- **24/7 Support:** Offer real-time assistance via chatbots or customer service representatives (optional)

6. Sustainability and Ethical Goals

- **Sustainable Sourcing:** Introduce eco-friendly clothing lines made from sustainable materials.
- **Reduce Carbon Footprint:** Optimize packaging to be biodegradable and promote carbon-neutral shipping options.

7. Long-Term Scalability

- **Expand to New Markets:** Open up shipping to international markets to expand the customer base.
- **Introduce Private Labels:** Create and promote in-house brands to reduce reliance on third-party suppliers.
- **Loyalty Program:** Implement a membership or rewards program to build a long-term customer base.

Database Schema (Draft)

```
CREATE TABLE Customers (  
    CustomerID INT PRIMARY KEY AUTO_INCREMENT,  
    Name VARCHAR(100),  
    Email VARCHAR(150) UNIQUE,  
    PasswordHash VARCHAR(255),  
    Address TEXT,  
    PhoneNumber VARCHAR(15),  
    Preferences TEXT,  
    CreatedAt DATETIME DEFAULT CURRENT_TIMESTAMP  
);
```

```
CREATE TABLE Products (  
    ProductID INT PRIMARY KEY AUTO_INCREMENT,  
    Name VARCHAR(100),  
    Description TEXT,  
    ImageURL VARCHAR(255),  
    Price DECIMAL(10, 2),  
    StockAvailability INT,
```

```
    CreatedAt DATETIME DEFAULT CURRENT_TIMESTAMP  
);
```

```
CREATE TABLE Orders (  
    OrderID INT PRIMARY KEY AUTO_INCREMENT,  
    CustomerID INT,  
    OrderDate DATETIME DEFAULT CURRENT_TIMESTAMP,  
    TotalAmount DECIMAL(10, 2),  
    OrderStatus ENUM('Placed', 'Shipped', 'Delivered', 'Cancelled'),  
    FOREIGN KEY (CustomerID) REFERENCES Customers(CustomerID)  
);
```

```
CREATE TABLE OrderDetails (  
    OrderDetailID INT PRIMARY KEY AUTO_INCREMENT,  
    OrderID INT,  
    ProductID INT,  
    Quantity INT,  
    Price DECIMAL(10, 2),  
    FOREIGN KEY (OrderID) REFERENCES Orders(OrderID),  
    FOREIGN KEY (ProductID) REFERENCES Products(ProductID)  
);
```

```
CREATE TABLE Payments (  
    PaymentID INT PRIMARY KEY AUTO_INCREMENT,  
    OrderID INT,  
    PaymentDate DATETIME DEFAULT CURRENT_TIMESTAMP,  
    PaymentMethod ENUM('PayPal', 'Stripe', 'CreditCard', 'DebitCard'),  
    PaymentStatus ENUM('Pending', 'Completed', 'Failed'),  
    Amount DECIMAL(10, 2),  
    FOREIGN KEY (OrderID) REFERENCES Orders(OrderID)  
);
```

```

CREATE TABLE Shipments (
    ShipmentID INT PRIMARY KEY AUTO_INCREMENT,
    OrderID INT,
    TrackingNumber VARCHAR(100),
    ShipmentDate DATETIME,
    DeliveryDate DATETIME,
    ShipmentStatus ENUM('In Transit', 'Delivered', 'Delayed', 'Cancelled'),
    FOREIGN KEY (OrderID) REFERENCES Orders(OrderID)
);

```

Entity Relationship Diagram (Draft 1)

