

Day 1 : Planning Your Marketplace

E-Commerce Marketplace Plan

1. Marketplace Type & Purpose

I have chosen **General E-Commerce** as my marketplace, focusing on high-quality, stylish furniture, especially unique pieces like **cane chairs**. This platform features **trending products, top-rated items, and the latest arrivals**, allowing customers early access to elegant and popular furniture.

The goal is to offer a **diverse range of furniture** that meets both **aesthetic appeal and practical needs**.

2. Business Goals

Problem Solved

The marketplace helps customers find **stylish and durable** furniture for everyday life. It offers a **wide range of intelligently curated furniture** that fits **both design preferences and practical needs**.

Target Audience

The marketplace is for:

- **Homeowners, interior decorators, and individuals** looking to **furnish or upgrade** their living spaces.
- People who **value high-quality furniture** that enhances the aesthetics of their homes.

Product Offerings

The marketplace will feature:

- **Stylish and everyday furniture**, including **cane chairs, living room sets, office chairs, and home décor**.
- Sections for **trending products, latest arrivals, and best-rated furniture** to make selection easier for customers.

Unique Selling Proposition

- **Bulk purchase discounts** – The more furniture customers buy, the more they save.
 - **Fast home delivery services** to enhance customer convenience.
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3. Marketplace Entities & Workflow

Key Entities

- **Products:** Includes various furniture items like **cane chairs, living room sets, and home décor**.
 - **Orders:** Tracks customer purchases, including **product details, quantity, total amount, and order status**.
 - **Customers:** Stores **buyer details** like name, address, and contact information.
 - **Delivery Zones:** Covers **all of Pakistan**, allowing customers to order from anywhere in the country.
 - **Shipment Tracking:** A **simple API integration** to track the **order's delivery progress**.
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4. Workflow & System Integration

1. Product Listing & Order Placement

- Customers browse and select products.
- Orders are placed with details embedded into **Sanity (CMS)**.

2. Order Processing & Payment Integration

- Payment status is tracked (**Pending, Paid, or Failed**).
- Customers receive a **confirmation email** after order placement.

3. **Delivery & Shipping**

- The system **checks the delivery zone** to ensure availability.
- A **shipment API** is called to handle order tracking and delivery status.

4. **Order Confirmation**

- Once delivered, the order is **marked as completed**, and the customer receives a **final confirmation**.