Prepared by : Narmeen Zubair

Hackathon 3 (2025)

Marketplace Builder

Day 01 : Business Planning

Step 01:

Marketplace Type : Q-Commerce

Step 02 :

Problems that our marketplace is going to solve:

- People like professionals find it hard to get fresh and tasty food at their workplaces. Our marketplace will solve this by offering a Q-commerce platform for rapid food delivery.

- Consumers are frustrated with long delivery times which can range to several hours. For the solution of this , Now, consumers can order food from the comfort of their own homes and have it delivered quickly.

- Customers are concerned about the quality and freshness of food being delivered , in this regard our marketplace ensures that the food being delivered is of high quality and fresh.

Business Goal :

➢ Providing food to professionals and families at their comfort places with fast delivery offering high quality and taste.

➢ Providing competitive prices and exclusive deal offers with fastest delivery which makes our marketplace apart from others.

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Target Audience :

1. Busy Professionals **:**

We target individuals with busy lifestyles who are looking for convenient and fast   food delivery options.

2. Students :

Students who are looking for convenient and affordable food delivery options.

3. Foodies :

Individuals who are passionate about food and are looking for new and exciting menu options.

Services that will set our marketplace apart :

1. Fast Delivery :

We offer fastest delivery times in the market with options for 30-mins to 1-hour or 2-hour delivery.

2. Competitive Prices :

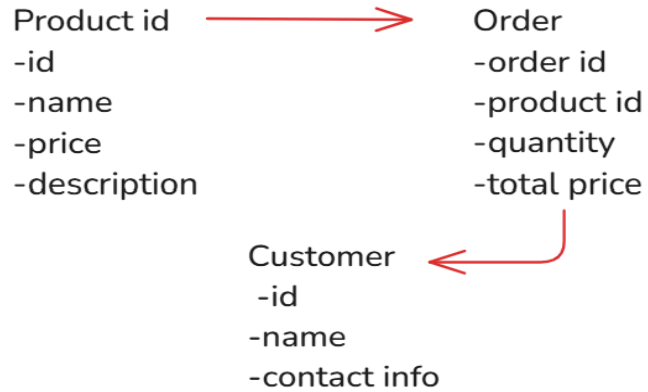We offer competitive prices and minimal delivery fees , to make the service affordable and attractive to customers.

3. Exclusive Deals :

We offer exclusive deals and discounts to customers to make them feel valued and appreciated.
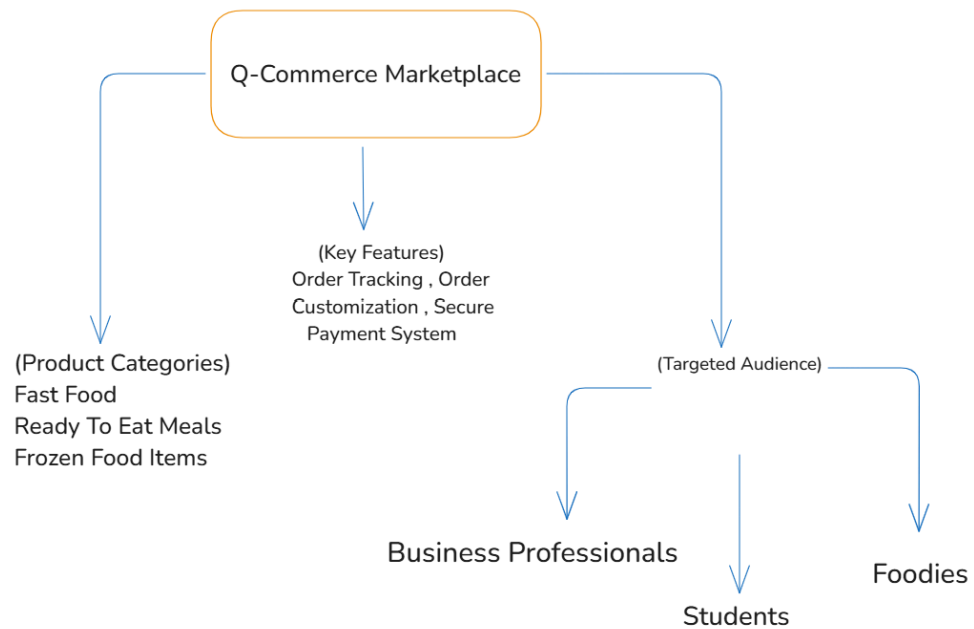
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ENTITIES

Product , Order , Customer

Schema

Product id		Order
-id	→	-order id
-name		-product id
-price		-quantity
-description		-total price

Customer
 -id
-name
-contact info

Q-Commerce
(Selling Food Product Online)

Q-Commerce Marketplace

(Key Features)
Order Tracking , Order
Customization , Secure
Payment System

(Product Categories)
Fast Food
Ready To Eat Meals
Frozen Food Items

(Targeted Audience)

Business Professionals

Students

Foodies

—Schema—

1. Product {

        id : product id
       name : product name
       image : product image
       description : product description
        price : product price
        }

2. Orders {

       id : order id
       customer id : customer id
       quantity : order quantity
       total price : total amount
       status : pending/delivered/shipped

       }

3. Customers {

        id : customer id
        name : customer name
        contact info : phone no/ email
        address : delivery address
        order history : history of orders
        }

4. Delivery Zones {

         zone name : area name
         coverage area : area covered
          }

Conclusion :

        In conclusion our marketplace is set to revolutionize the way people order food online,offering a seamless and personalized experience with fast and reliable delivery. With a strong business place in place, we are confident in our ability to drive growth and success in the food delivery industry.