

# Noorul-Sehar (349943)

## Step # 1: MarketPlace type:

Niche: E-Commerce (Branded Apparel and Footwear).

Purpose: The market will focus on selling high-quality branded products like Nike, targeting fashion-conscious customers. It will solve the problem of limited availability of branded products in local market by offering a wide range of options online with fast delivery and competitive pricing.

## Step # 2:

- 1) ~~What sets my marketplace apart~~: aim to solve what?:

**Problem:** Many customers struggle to find authentic branded products like Nike etc. in their local stores. They

also face issues like high prices, limited stock and lack of variety.

**Solution:** The marketplace will provide a one stop shop for authentic branded apparel and footwear, offering a wide range of products for mens, Womens and Kids at competitive prices. It will also provide fast delivery and seamless shopping experience.

2) Target Audience:

**Primary:**

- Fashion-conscious individuals (ages 18-40) who prefer branded clothing and footwear.
- Sneaker enthusiasts (SNKRS fans) looking for exclusive



- or limited-edition releases.
- Parents looking for branded kids' clothing and footwear.

## Secondary:-

- Gift shoppers looking for premium branded products for special occasions.
- Resellers or collectors of branded sneakers and apparel.

### 3) Product and Services:

#### Products:

- Branded apparel (Nike, Adidas, Puma etc) for men, women and kids.
- Sneakers (SNKRS) and casual footwear.
- Fancy or Premium clothing for special occasions
- Accessories Gym clothing like shirts, leggings and shorts



for both.

## Services :-

- Fast and reliable delivery.
- Easy returns and exchanges.
- Authenticity guarantee for all products.
- Exclusive access to limited-edition releases.

4) What will set my marketplace apart? :

i) **Authenticity** : Guaranteed genuine products from trusted brands.

ii) **Wide Range** : A vast collection of branded apparel and footwear for all ages and genders.

iii) **Competitive Pricing** :-

Affordable prices with regular



discounts and offers.

iv) **Exclusive Drops:** Early access to limited edition SNIKRS and other branded products.

v) **User Experience:** A seamless, mobile friendly shopping experience with features like wishlists, size guides and personalized recommendations

vi) **Fast delivery:** Quick shipping options for urgent needs.



## Step # 3 : Data Schema

The main entities in my e-commerce website marketplace are.

- 1) Products
- 2) Customers
- 3) Orders
- 4) Payments
- 5) Categories
- 6) Brands
- 7) Reviews

### 1) Products:

1)	ID	Unique identifier for each product like [0, 1, 2]
2)	Name	Product name e.g Nike Air Max.
3)	Brand ID	linked brand like Nike.

4)	Category ID	linked category e.g Men's Footwear
5)	Price	Product price.
6)	Stock	Available quantity.
7)	Description	Product details e.g Size, color, material.
8)	Images	Product photos.

## 2) Customers:

1)	ID	Unique Identifier.
2)	Name	Full name of the customer.
3)	Contact info	Phone # and email address.
4)	Address	Shipping address.



5) Payment Method.	Preferred payment method. (e.g. credit card, paypal).
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### 3) Payments:

1) Payment ID	unique identifier for each.
2) Order ID	linked order.
3) Amount	Total payment amount.
4) Status	: Payment status like failed, paid, pending.

### 4) Orders:

1) Order-ID	Unique identifier for each transaction.
2) Product ID	linked products.



3) Customer ID linked customers

4) Quantity # of items purchased.

5) Total price Total cost of the order.

6) Status Order status, e.g. placed, shipped, delivered.

### 5) Categories:

1) Category ID Unique identifier.

2) Name Category name e.g. Men, women Footwears.

3) Description Brief description with all products of the category.

## 6) Brands:

1)	Brand ID	Unique identifier.
2)	Name	Brand name (e.g Nike)
3)	Logo	Brand logo image.

## 7) Reviews:

1)	Review ID	Unique Identifier.
2)	Product ID	linked product.
3)	Customer ID	linked customer.
4)	Rating	Star rating e.g 1-5 stars.
5)	Comments	Customer feedback.



# Relationship Between Entities:

