

MarketPlace Type: General E-Commerce / Niche E-Commerce

Purpose of Choosing
MarketPlace:

I am already running a store on daraz for last 3 years, in Beauty Products, Self Care Products and Perfumes Store. I have a little bit experience on the same. Further I believe this category is as far more potential in Pakistan Industry and still undervalued.

Problems to Solve:-

My own marketplace will allow customers to buy authentic products from my store online and delivery will be quicker as in physical stores. It is not accessible for housewives and business persons to walk and purchase.

Target Audience :-

My Target audience is every individual who is caring about it personally/ herself and it is always a forced buying for every individual and it becomes necessary.

Products/Services:- Beauty Products and Perfumes
to capture the maximum adult
population of country

Driving force:- Driving force of my market
place will be affordability as it
targets everyone, speed as it may
come with 3PL logistic support, and
Customization in terms of different need
of each individual

(2)

Data Schema:-

Products, Orders, ~~Requests~~ Customers
Payments, Shipment, Delivery

Prod Relationship Between Entities

Products + ②

- Sp
- Name
- Price
- Qty

①

Delivery

- Name
- Company/Location
- Delivery Address
- Lat & Longitude
- Timing

Order

Product ID

Order ID

Quantity

Price

Customer

Customer

Name, Email, Phone, Address, DOB

③

Payments

④

COD, Credit/Debit Card, Bank Transfer, Crypt

⑤

Shipment

Order ID

Shipment ID

Payment

Status