Day 1: Business Focus Outcome Checklist

Objective: The furniture store marketplace is a **general e-commerce platform** designed to simplify furniture shopping in Pakistan, offering a wide variety of home and office furniture with customization options. It addresses the lack of access to diverse designs, high-quality products, and price comparison tools, targeting urban households, businesses, and interior designers. The platform stands out by integrating local payment methods like EasyPaisa and COD, providing nationwide delivery with real-time tracking, and offering affordable installment plans to make quality furniture accessible to a broader audience.

Checklist:

1. Business Goals:

Problem Solved:

- Limited access to premium furniture in local markets.
- Time-consuming process of visiting multiple stores.

2. Market Research:

Target Audience:

- Middle-class and upper-class families in urban cities (Karachi, Lahore, Islamabad).
- Businesses needing office furniture

3. Data Schema Draft:

```
{
  "Products": {
    "id": "Integer",
    "name": "String",
    "price": "Float",
    "stock": "Integer",
    "category": "String",
    "material": "String"
  },
  "Orders": {
```

```
    "id": "Integer",

    "productId": "Integer",

    "customerId": "Integer",

    "quantity": "Integer",

    "total": "Float",

    "paymentMethod": "String",

    "status": "String"

  },

  "Customers": {

    "id": "Integer",

    "name": "String",

    "phone": "String",

    "address": "String",

    "email": "String"

  },

  "Shipment": {

    "id": "Integer",

    "orderId": "Integer",

    "carrier": "String",

    "trackingNumber": "String",

    "estimatedDelivery": "Date",

    "status": "String"

  }

}
```

4. Submission from Day 1

to see the written idea (schema not included)