

MarketPlace: General E-Commerce for shop.co

Primary Purpose:

Shop.co aims to provide an all-in-one online shopping platform where customers can explore a wide range of products. It focuses on creating a seamless shopping experience with diverse categories, competitive pricing, and efficient delivery services.

Business Goals

1. Problems shop.co aim to solve?

Shop.co simplifies online shopping by offering a user-friendly platform for customers to purchase a variety of products from the comfort of their homes. It addresses issues such as limited product availability in local markets and the inconvenience of visiting multiple stores.

2. target audience

The target audience includes tech-savvy individuals aged 18–50 looking for convenience, variety, and competitive prices. Key demographics include working professionals, students, and urban households.

3. What products or services will shop.co offer?

- Electronics (mobile phones, laptops, accessories)
- Fashion (clothing, footwear, accessories)
- Home and kitchen essentials
- Books and stationery
- Health and wellness products

4. What will set shop.co apart?

- Wide product range with high-quality options
 - Personalized recommendations using AI
 - Fast and reliable delivery services
 - Easy return and refund policy
 - Regular discounts and promotions
 - Multiple payment options
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Data Schema for shop.co

Entities

1. Products

- ID (Unique identifier)
- Name
- Category
- Price
- Stock
- Description
- Images

2. Orders

- Order ID (Unique identifier)
- Customer Info (Customer ID, Name, Contact)
- Product Details (Product ID, Name, Quantity)
- Order Date
- Payment Status (Pending, Paid, Refunded)
- Delivery Status (Pending, Shipped, Delivered)

3. Customers

- Customer ID (Unique identifier)
- Name
- Email
- Address
- Phone Number

4. Delivery Zones

- Zone ID (Unique identifier)
- Zone Name
- Coverage Area (e.g., city or postal codes)
- Assigned Drivers (Driver ID)

Relationships

- Each **Order** is linked to one **Customer**.
 - Each **Order** can contain multiple **Products**.
 - Each **Delivery Zone** has multiple **Orders** assigned for delivery.
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Schema Diagram for shop.co

```
[Product]
- ID
- Name
- Category
- Price
- Stock
- Description
- Images
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[Order] -----> [Customer]
- Order ID      - Customer ID
- Product ID    - Name
- Quantity      - Email
- Payment Status - Address
- Delivery Status - Phone Number
  |
  v
[Delivery Zone]
- Zone ID
- Zone Name
- Coverage Area
- Assigned Drivers
```