Step 1: Choose Your Marketplace Type

Furniture Website

Marketplace:
E-Commerce and Rental Commerce (Both)

Primary Purpose:
The website offers both e-commerce and rental services, providing flexible solutions for customers, whether they seek long-term ownership or temporary furniture for events, fostering increased revenue, customer trust, and loyalty.

Step 2: Define Your Business Goals

What problem does your marketplace aim to solve?

My marketplace solves the problem of high rental costs for sellers by eliminating the need for physical storefronts, and offers customers affordable, flexible rental options for temporary use or events, while providing traditional e-commerce for those seeking to purchase furniture outright.
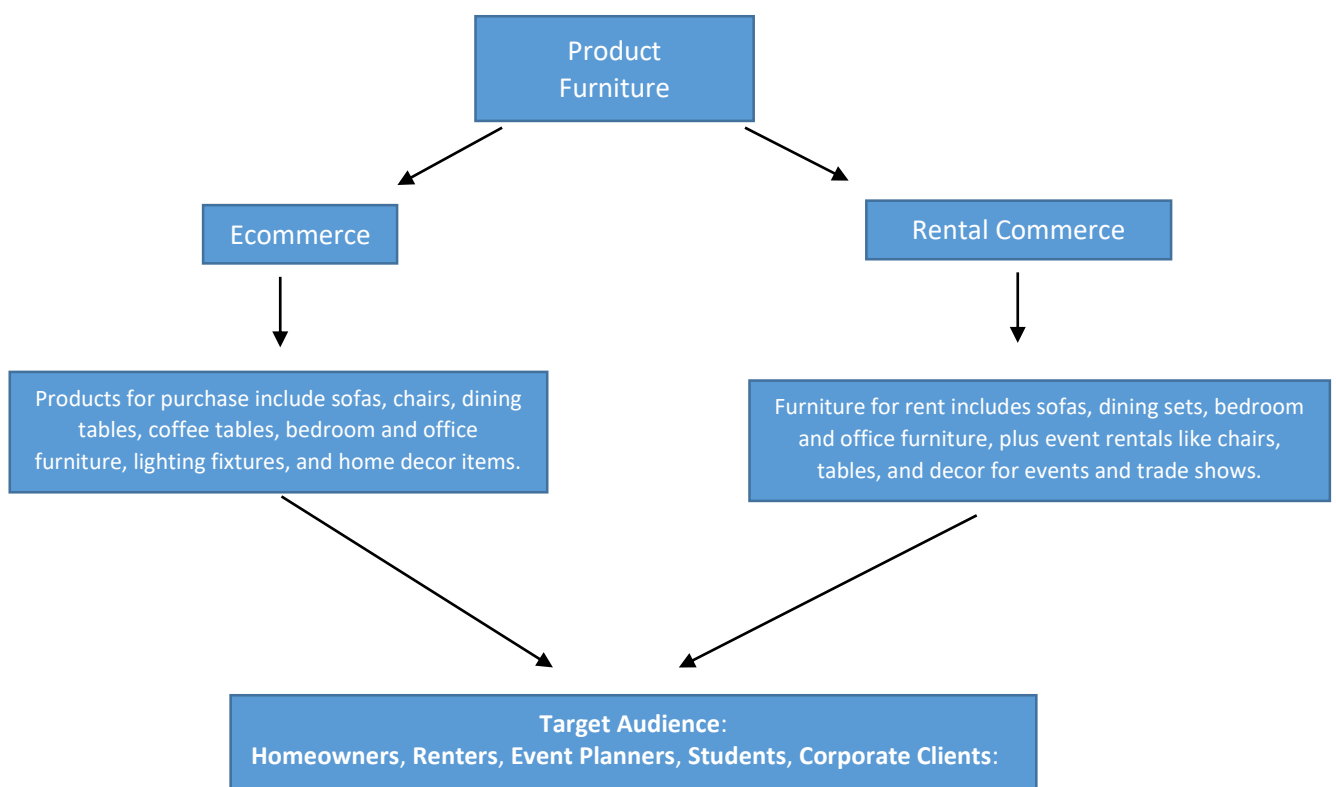
Who is your target audience?

The target audience includes individuals or businesses seeking affordable furniture for living spaces, temporary housing, events, office setups, or those preferring rentals over high purchase costs.

What products or services will you offer?

Products and Services Offered:

The marketplace offers sofas, dining sets, office furniture, lighting, home decor for purchase, and furniture rentals for temporary use, events, or relocations, along with event rental items like chairs, tables, and decor.

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                    ┌─────────────────┐
                    │    Product      │
                    │   Furniture     │
                    └─────────────────┘
                      ↙              ↘
          ┌──────────────┐      ┌──────────────────┐
          │  Ecommerce   │      │ Rental Commerce  │
          └──────────────┘      └──────────────────┘
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| Products for purchase include sofas, chairs, dining tables, coffee tables, bedroom and office furniture, lighting fixtures, and home decor items. | Furniture for rent includes sofas, dining sets, bedroom and office furniture, plus event rentals like chairs, tables, and decor for events and trade shows. |

Target Audience:
Homeowners, Renters, Event Planners, Students, Corporate Clients:

What will set your marketplace apart (e.g., speed, affordability, customization)? For example:

Our marketplace stands out with affordable pricing, customizable furniture options, convenient rental processes, and a wide variety of styles for both short-term and long-term needs.

Entities for Attractive Furniture Marketplace:

Entities for the marketplace include customizable products, personalized customer profiles, trackable orders, multiple payment options, flexible rentals, delivery zones, real-time shipment tracking, reviews, verified suppliers, discounts, customizable furniture, and a virtual showroom for AR/3D previews.

Product Schema Include:

Product: Name, description, price, category (sale/rent), customizable options, images.
Customer: First name, last name, email, preferences, transaction history.
Order: Order number, customer reference, products, order status, payment status.
Payment: Amount, payment method (credit card, debit card, installment, subscription), transaction date, status.
Rental: Rental period, product reference, rental status (active, completed, returned).
Delivery Zone: Zone name, delivery area (geopoint).
Review: Product reference, customer reference, rating, comment.
Discount & Offer: Offer title, discount percentage, start date, end date.