

# Hackathon - Day 1

## General E-Commerce Marketplace

### 1\* PRIMARY PURPOSE:

The primary goal of this marketplace is to provide a wide-range variety of products including electronics, clothing, household items, beauty products and groceries. The aim is to create a one-stop-shop similar to Amazon, where users can easily access diverse products categories.

### 2\* Step 2:

#### DEFINE YOUR BUSINESS GOALS:

Q: What Problem does your marketplace aim to solve?

Ans: Our marketplace solves the problems of limited access of diverse product categories in one platform. Customers currently face the inconvenience of visiting multiple websites or stores to meet their needs. By offering a centralized platform with a variety of products, we aim to ~~serve~~ save time and effort for users.

Q: Who is your target audience?

Ans: Our target audience includes:

- Working professionals who need quick access to products.
- Families looking for reliable and diverse shopping options.
- Students seeking affordable products.