

Marketplace Business Goals – “At Door”

1. Problem At door Aims to Solve

Our **E- Commerce** marketplace, **At door**, aims to solve distrusted tech suppliers and third graded supply of clothing to our locals. This could be something like:

- Lack of a centralized platform to connect target audience, buyers and sellers of handmade goods.
- A fragmented market for clothing and tech products with no unified pricing, review, or delivery system.
- An underserved market in tech that doesn't have easy access to trusted suppliers.

2. Defined Target Audience and Unique Value Proposition

Target Audience:

Our primary target audience includes:

- **Young Adults:** young professionals, age 25-35, interested in sustainable fashion.
- **New Startups:** small businesses seeking to sell eco-friendly products.
- **In-market retailers:** environmentally conscious consumers who prefer ethically produced goods.

These segments have been chosen based on market demand, buyer behavior, and niche interest in e-commerce market.

Unique Value Proposition (UVP):

Our marketplace offers:

- **Feature 1:** easy-to-use interface for both buyers and sellers.
- **Feature 2:** an innovative pricing algorithm that ensures fair deals.
- **Feature 3:** environmentally conscious shipping options.
- **Feature 4:** high-quality product listings with verified seller reviews.

The unique value proposition of **At door** lies in focus on eco-friendly products and user-friendly technology.

3. Market Research Insights and Competitor Analysis

Market Research Insights:

- **Industry Overview:** The market is growing rapidly, with a projected growth rate of 58% over the past two years.
- **Buyer Trends:** Consumers are increasingly seeking the latest trends in your industry, such as convenience, sustainability.
- **Market Size:** The current size of the clothing industry is estimated to be \$8 million in Pakistan

4. Products or Services You Plan to Offer

At Door will offer the following products or services:

- **Product 1:** Unisex clothing of all ages and size.
- **Product 2:** All household utensils and imported cutlery.
- **Product 3:** Electronics and tech products.

Additionally, we will provide additional services, such as loan facility on valuable items, delivery and packaging, warranty.

5. Business Goals

Our business goals for At door are:

- **Goal 1:** Achieve \$75,000 in revenue within the first 10 months.
- **Goal 2:** Grow our active user base to 500 K customers by the end of Year 1.
- **Goal 3:** Expand product categories by introducing our own gym products brand by 2026.
- **Goal 4:** Establish partnerships with Ali baba and Amazon in the next 16 months.

- **Goal 5:** Achieve a customer satisfaction score of 95% based on reviews and feedback.

6. Market Research

We conducted extensive research, gathering both qualitative and quantitative data, including:

- **Surveys:** Targeted consumers in our industry, asking them about their purchasing preferences, pain points, and unmet needs.
- **Focus Groups:** Engaged with a group of early adopters to discuss marketplace features they'd find useful.
- **Competitive Analysis:** Analyzed competitor websites, pricing strategies, and customer feedback.

7. Data Schema Draft

Below is a preliminary **data schema draft** for the database structure of the marketplace:

Users Table:

Column Name	Data Type	Description
id	INT	Unique user identifier
name	VARCHAR(255)	Full name of the user
email	VARCHAR(255)	User email address
password_hash	VARCCHAR(255)	(unique)
created_at	DATETIME	Encrypted password
updated_at	DATETIME	Timestamp of account creation
		Timestamp of last account update

Products Table:

Column Name	Data Type	Description
id	INT	Unique product identifier
name	VARCHAR(255)	Product name

description	TEXT	Detailed product description
price	DECIMAL(10,2)	Product price
category_id	INT	Foreign key to categories table
seller_id	INT	Foreign key to users (sellers)
created_at	DATETIME	Timestamp of product creation
updated_at	DATETIME	Timestamp of last product update

Categories Table:

Column Name	Data Type	Description
id	INT	Unique category identifier
name	VARCHAR(255)	Category name

Orders Table:

Column Name	Data Type	Description
id	INT	Unique order identifier
user_id	INT	Foreign key to users (buyers)
total_amount	DECIMAL(10,2)	Total order amount
status	VARCHAR(50)	Order status (e.g., pending, shipped)
created_at	DATETIME	Timestamp of order creation
updated_at	DATETIME	Timestamp of last order update

Conclusion

This document provides a comprehensive overview of the goals, target market, business strategy, and initial data schema for **[Your Marketplace Name]**. Our focus will be on delivering a platform that addresses key pain points in the market, backed by solid market research and a robust data structure.