

E-Commerce Marketplace Project Plan

Marketplace Type: General E-Commerce

Purpose:

To build a robust online platform exclusively dedicated to high quality furniture's, offering a seamless and sophisticated shopping experience. This platform aims to connect buyers with a curated collection of stylish and premium furnishings, transforming spaces with elegance and functionality.

Business Goals:

1. Problem Statement:

- Many consumers face difficulties accessing quality products at competitive prices, coupled with delays in delivery and limited payment options.

2. Target Audience:

- Primary Audience: Urban and suburban shoppers aged 18-45 with disposable income and digital literacy.
- Secondary Audience: Small and medium-sized businesses looking to expand their customer base through an online platform.

3. Products/Services Offered:

- Categories:

- Chairs
- Sofas
- Tables
- Beds
- Lamp

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Roll No: 00071001

Slot: Tuesday 2pm – 5pm

- Aura
- Vase

4. Unique Selling Points (USPs):

- ✓ Premium Quality: Every piece is crafted with high-quality materials, ensuring durability and elegance.
- ✓ Stylish Designs: Modern and timeless furniture designs to elevate any space.
- ✓ Customizable Options: Tailored solutions to match individual styles and preferences.
- ✓ Affordable Luxury: Competitive pricing without compromising on quality and aesthetics.
- ✓ Seamless Shopping Experience: User-friendly platform with intuitive navigation and secure checkout.
- ✓ Fast & Reliable Delivery: Timely delivery with careful handling to ensure products arrive in perfect condition.
- ✓ Exceptional Customer Support: Dedicated support team available to assist with inquiries and ensure satisfaction.

Data Schema for the Marketplace

1. Products:

- Fields:

- o ID: Unique identifier for the product.
- o Name: Product name.
- o Description: Detailed product information.
- o Price: Selling price.
- o Stock: Current stock levels.
- o Category: Product category.
- o Images: Array of product images.
- o Ratings: Average user rating.

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2. Orders:

- Fields:

- o Order ID: Unique identifier for each order.
- o Customer Info: Name, email, phone number.
- o Product Details: Product ID, Quantity, Prices.
- o Payment Method: Stripe.
- o Status: Paid, Pending, Confirmed, Shipped, Delivered.
- o Order Date: Date the order was placed.

3. Customer Info:

- Fields:

- o Customer ID: Unique identifier for each customer.
- o Name: Full name.
- o Email: Contact email.
- o Phone: Mobile number.
- o Address: Shipping address.

Diagram

