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

- 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.

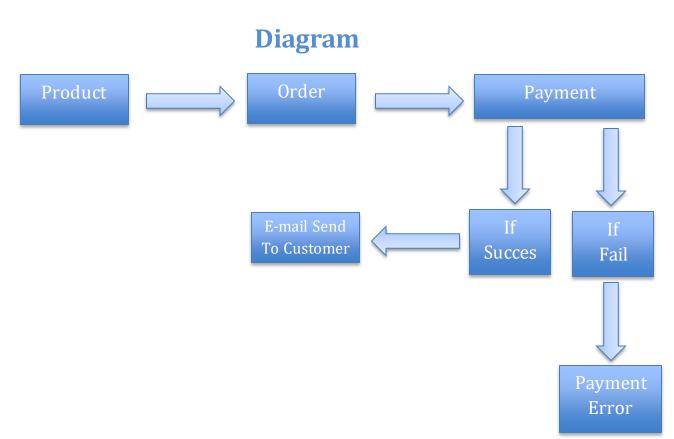
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2. Orders:

- 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.



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