E-Commerce Marketplace Project Plan

Marketplace Type: General E-Commerce

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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:

- Living Room Furniture (Sofas, Coffee Tables, TV Stands, Recliners)
- Bed Room Furniture (Beds, Wardrobes, Nightstands)
- Dining Room Furniture (Dining Tables, Chairs, Sideboards)
- Office Furniture (Desks, Office Chairs, Shelves, Storage Units)

- Outdoor Furniture (Patio Sets, Lounge Chairs)
- Décor & Accessories(Rugs, Lighting, Wall Arts, Cushions)

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.

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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.

Prepared By: Syed Abdullah Zaidi
Roll No: 00071001
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o Images: Array of product images.
o Ratings: Average user rating.

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: Easypaisa, Jazzcash / Paypal, Nayapay.
o Status: Pending, Confirmed, Shipped, Delivered.
o Order Date: Date the order was placed.

3. Customers:

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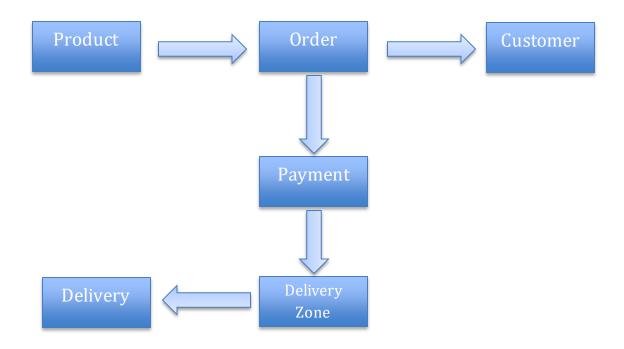o Phone: Mobile number.
o Address: Shipping address.

4. Delivery Zones:

- Fields:
o Zone Name: Name of the delivery region (e.g., North Zone, East Zone).
o Coverage Area: Cities or areas covered.
o Assigned Drivers: List of delivery personnel IDs assigned to the zone.
o Average Delivery Time: Estimated delivery time for the zone.

5. Shipment:

- Fields:
o Shipment ID: Unique Tracking ID.
o Order ID: Linked Order.
o Status: Shipment Status.
o Delivery Date: Expected or actual delivery dates.

Diagram

Product → Order → Customer

Order → Payment

Payment → Delivery Zone

Delivery Zone → Delivery

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