

# General E-Commerce

## Primary Purpose:

To create a platform where a diverse range of products and services can be bought and sold online, offering convenience, scalability, and accessibility to customers and businesses globally.

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## Step 2: Business Goals

### 1. Problem Your Marketplace Aims to Solve:

- Address the lack of access to diverse product options in local markets.
- Provide customers with a convenient and seamless online shopping experience.
- Help businesses reach a wider audience without geographical constraints.

### 2. Target Audience:

- Online shoppers seeking convenience and variety.
- Small and medium-sized businesses aiming to expand their reach.
- Tech-savvy individuals who prefer online platforms over physical stores.

### 3. Products or Services to Offer:

- A wide range of categories in the **furniture domain**, including sofas, beds, tables, chairs, storage solutions, and outdoor furniture.
- Additional services like express shipping, assembly support, customization options (e.g., fabric, color, size), and easy returns.

### 4. Unique Selling Points (USPs):

- **Speed:** Efficient order processing and reliable delivery options.
- **Affordability:** Competitive pricing and regular discounts.
- **Customization:** Personalized product recommendations based on user preferences.
- **Variety:** A broad product catalog catering to multiple interests and needs.