

E-COMMERCE:

STEP: 2 BUSINESS GOALS:

1) PROBLEMS TO SOLVE:

- Return and exchange policy availability.
- CUSTOMERS REVIEWS: it can build trust for our new customers.
- To offer customers variety and affordability.

2) TARGET AUDIENCE:

- Creating interactive content for platforms like Instagram or tiktok is an excellent way to engage audience.
- Fashion-Conscious individuals.

3) PRODUCT/SERVICES:

- Customizable Filters.

4) USP: • A Referral program to our existing customers is a strategy where they can earn discount by bringing new customers.

- Free shipping: order above Rs1000 get free shipping.
- Seasonal discount and exclusive offers.

5) MARKETING:

- Collaborate with youtubers and other social influencers whose followers are in their late teens.

STEP 3: DATA SCHEMA

1) PRODUCTS:

- ID
- NAME: Name of products
- PRICE
- STOCK
- DESCRIPTION
- IMAGE

2) ORDERS:

- ID
- CUSTOMER ID
- ORDER DATE
- TOTAL PRICE
- PAYMENT METHOD
- SHIPPING METHOD

3) CUSTOMERS:

- ID
- NAME
- ADDRESS
- PHONE NO.
- EMAIL