

## Day: 01 Laying The Foundation For Your Marketplace Journey's

### Step: 01

Marketplace: General E-Commerce.

#### Purpose:

The primary of sofa e-commerce website is to revolutionize the way consumers shop for sofas by offering a convenient, comprehensive, and personalized online platforms. Sofa Comforty website aims to become the go-to destination for individuals seeking high quality, stylish and comfortable sofas.

### Step: 02

#### Business Goals

"As is evident from the name, our sofa website is called 'COMFORTY' and our goal is to provide comfort to our customers."

Q1: What problem does your marketplace aim to solve?

- Traditional furniture can be time-consuming and inconvenient, requiring visits to multiple stores.

- Many physical stores offer limited customization options.

So,

Our marketplace provides extensive customization, and eliminate this hassle by offering a comprehensive online platform where customers can purchase and compare the sofa designs that perfectly fit their space and style.

Q2: Who is your target audience?

- To those people who were looking for stylish and comfortable sofas for their apartments/homes.

- Professional interior designers.
- School/colleges
- Offices.



Q3: What products or services will you offer?

- A wide variety of sofas including;  
library stool chair, wing chair,  
wooden chair, desk chair, leather chair,  
designer chair.

- Choices in size, colors, fabric and  
additional features like storage  
compartments or built in USB ports.

- Our marketplace provides tools Augmented  
Reality Visualization, how a sofa  
will look in their space and provides  
expert design consultation.

- We offer a white glove delivery  
services and warranty support to  
our valuable customers.

Q4: What will set your marketplace  
apart (eg, speed, affordability,  
customization)?

- A commitment to providing outstanding  
customer support

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- Our website gives user-friendly features to customers, and provides detailed information of products.
- Our mission is to provides affordable pricing with flexible payment options, and focused on eco-friendly materials and ethical production process.
- Our Marketplace provides high quality materials, ensuring durable and stylish products with customization.



Step: 03

Scherra!

### [Product]

- ID
- Name
- Price
- Stock
- Category
- Material
- Color
- Dimensions
- Customization Options

### [Order]

----->

### [Customer]

- |               |                 |
|---------------|-----------------|
| - Order ID    | - Customer ID   |
| - Product ID  | - Name          |
| - Quantity    | - Email         |
| - Total Price | - Phone Number  |
| - Order Rate  | - Address       |
| - Status      | - Order History |

### [Delivery Zone]

- Zone ID
- Zone Name
- Coverage Area
- Assigned Drivers

Date \_\_\_\_\_

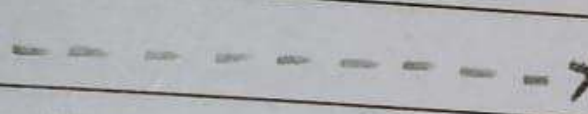
[Payments]



[Order]

- Payment ID
- Order ID
- Payment Method
- Payment Status
- Transaction Date

[Reviews]



[Product]

- Review ID
- Customer ID
- Product ID
- Rating
- Comment
- Review Date



# Entity Relationship Diagram

