Step 1: Marketplace Type

Marketplace Type: Q-Commerce

Platform Name: Zaheen Restaurant (Food Ordering Website)

Primary Purpose:

Qcommerce, or quick commerce is a type of online shopping that focuses on delivering product quickly.

The primary purpose of our market place is that to provide customers with fast and reliable delivery of fresh and packaged food items. The platform focuses on delivering daily essentials such as groceries, ready-to-eat meals, and snacks within an hour, catering to busy urban customers.

Key features:

- Availability of different food item categories.
- Quality and fresh food availability
- Hygiene proven
- Real time order tracking
- Secure transaction
- Fast and reliable delivery

Step 2: Define Your Business Goals

Problems Faced by Customers:

1. **Long Delivery Times:** Customers face inconvenience due to delays when ordering food.
2. **Availability Issues:** Food items are often unavailable during peak hours.
3. **Untrained Staff:** Customers feel uneasy and dissatisfied with untrained staff.
4. **Lack of Order Transparency:** Customers feel uncertain about delivery progress without real-time updates.

How our Marketplace solve these problems:

1. **Fast and Fresh Delivery:** Our marketplace ensures high-quality, fresh food with quick delivery, an easy ordering process, and secure payment options.
2. **Pre-Order Option:** Customers can pre-order food items to avoid unavailability during peak hours.
3. **Professional Staff:** Our well-educated and trained staff provide exceptional service tailored to customers' needs.
4. **Real-Time Tracking:** Customers can track their orders live, providing full transparency and a seamless delivery experience.

Target Audience:

- Students: They need fresh and quick food.
- Office workers: They always look for hygienic food at their reach.
- Families: They want fast delivery and fresh food.
- Kids: Kids loves fast food nowadays very much.

Product and Services:

- Food delivery within 45 minutes
- Online ordering
- Pre ordering in case of peak hours
- Friendly user interface and experience
- Offers Different Food Categories (Starter menu, main course, dessert, drinks)
- Offers deals and discounts frequently to customers.
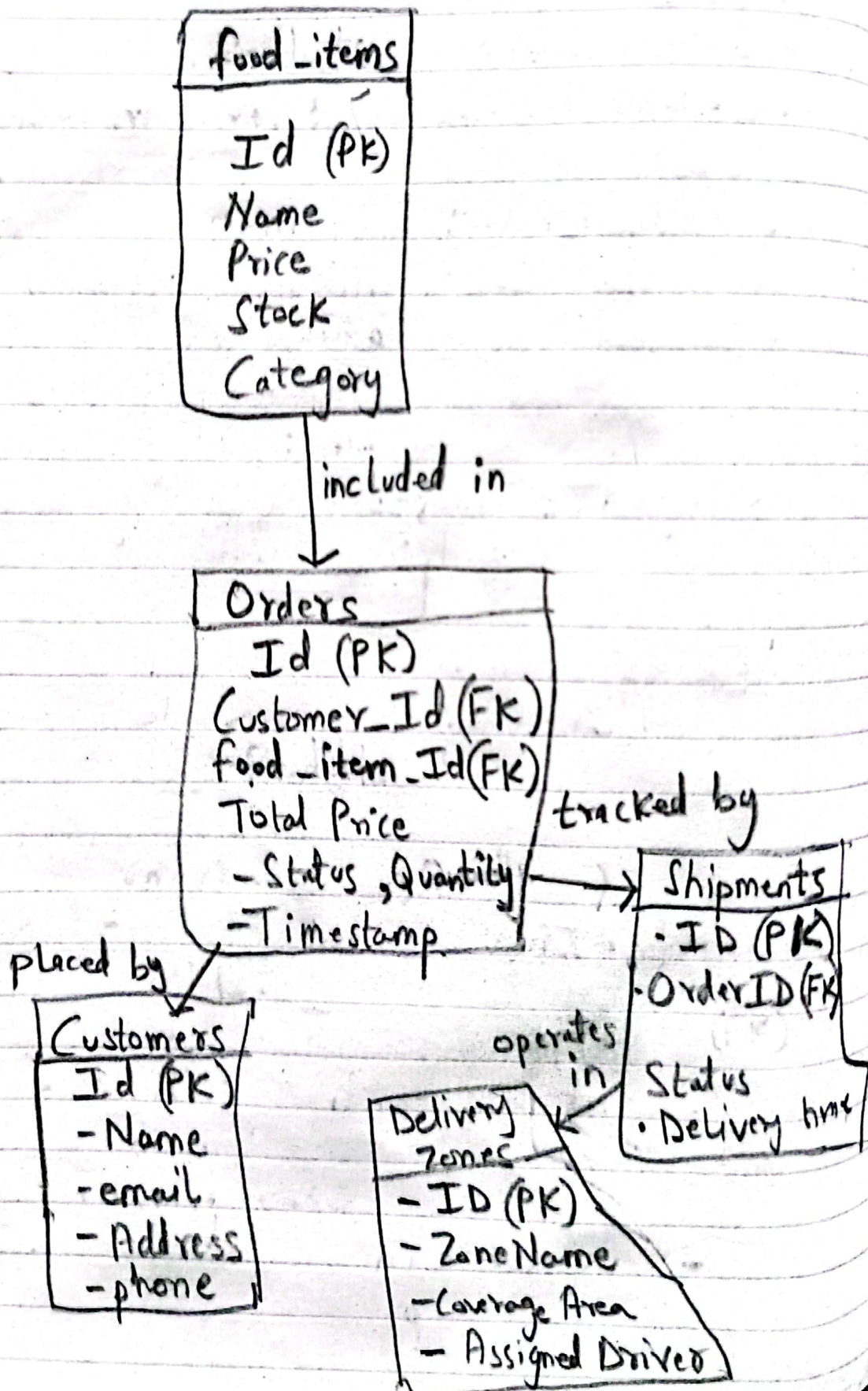
Unique Features:

- **Speed:** Orders delivered within 45 mins.
- **Affordability:** Competitive pricing and discounts on bulk orders and affordable deals.
- **Sustainability:** Eco-friendly packaging and support for local food producers.

Step 3: Data Schema

1) Entities:
- Items : Food items available to buy
- Orders: To store records of transaction between customers and platform.
- Customers: Customers who purchase the food items.
- Delivery Zones : Delivery areas defined by logistics providers.
- Shipment : Tracks the delivery of food item.

ii) ER Diagram:

food_items
- Id (PK)
- Name
- Price
- Stock
- Category

↓ included in

Orders
- Id (PK)
- Customer_Id (FK)
- food_item_Id (FK)
- Total Price
- Status, Quantity
- Timestamp

tracked by →

Shipments
- ID (PK)
- OrderID (FK)
- Status
- Delivery time

placed by ↓

Customers
- Id (PK)
- Name
- email
- Address
- phone

operates in

Delivery Zones
- ID (PK)
- Zone Name
- Coverage Area
- Assigned Driver

(iii) Fields for Entities:

- **Food Item:**
  - ID : Unique Identifier for each item.
  - Price: Cost Per Unit
  - Stock : Quantity available
  - Category : Classification (Starter menu, desserts, drinks)
  - Tags : For searching (Fresh, meat)
  - Small_Description : text

- **Order:**
  - ID : Unique Identifier for each order
  - Customer Id : Linked Customer Identifier
  - Food Item Id : Linked Food item Identifier
  - Total Price : Final Cost
  - Status: (pending, Delivered, etc)
  - Timestamp: Date time of order placement
  - Discount : Discount on final price

- Customer:
  - ID: Unique Identifier
  - Name: Full name
  - Email: Customer email
  - Phone number: Customer Phone num
  - Address: Customer Address

- Delivery Zone:

  - ID: Unique Identifer for each zone.
  - Name: Zone Name.
  - Coverage Area: List of postal codes.
  - Assigned Driver: Detail of driver assigned to zone

- Shipment:
  - ID: Unique Identifier for tracking
  - OrderID: Linked order
  - Status: Current shipment status
  - Delivery: Expected Delivery time time
  - Tracking Number: Unique tracking number for each orders.
  - Weight: Weight of food item