**Step 1: Choose Your Marketplace Type**

**Marketplace Type: Niche E-Commerce (Fashion & Sportswear)**

**Purpose:**

This marketplace will specialize in selling Nike brand products, including shoes, shirts, and trousers. Customers will be able to browse the latest collections, purchase items, and get them delivered conveniently.

**Why This Model?**

* Focuses on a niche audience passionate about branded sportswear.
* Leverages Nike’s brand value to attract customers.
* Provides a seamless online shopping experience for sports and casual wear enthusiasts.

**Step 2: Define Your Business Goals**

**1. What Problem Does Your Marketplace Solve?**

Many customers face difficulties finding authentic Nike products online. Our platform will provide a verified and reliable source for purchasing Nike apparel and footwear with guaranteed authenticity.

**2. Target Audience**

* Athletes and fitness enthusiasts looking for high-quality sportswear.
* Fashion-conscious individuals preferring branded casual wear.
* Urban shoppers seeking convenient online purchases of Nike products.

**3. Products and Services Offered**

* **Footwear:** Nike Running Shoes, Sneakers, Training Shoes.
* **Apparel:** Nike T-Shirts, Hoodies, Sweatshirts, Jackets.
* **Bottom Wear:** Nike Joggers, Track Pants, Shorts.
* **Accessories:** Caps, Socks, Sports Bags.

**4. Unique Selling Proposition (USP)**

* **Authenticity Guarantee:** 100% verified Nike products.
* **Exclusive Collections:** Limited-edition items and latest arrivals.
* **Seamless Shopping Experience:** Intuitive UI, easy checkout, and secure payment options.
* **Fast & Reliable Delivery:** Nationwide shipping with real-time tracking.

**Step 3: Create a Data Schema**

**Entities & Relationships:**

Below is the structured schema for the marketplace:

**1. Products Table**

|  |  |
| --- | --- |
| **Field** | **Description** |
| Product\_ID | Unique identifier for each product |
| Name | Product name |
| Category | Footwear, Apparel, Accessories |
| Price | Cost per unit |
| Stock | Quantity available |
| Size | Available sizes (e.g., S, M, L, XL) |
| Color | Product color variations |
| Tags | Keywords for search optimization |

**2. Orders Table**

|  |  |
| --- | --- |
| Field | Description |
| Order\_ID | Unique identifier for each order |
| Customer\_ID | Links to the customer placing the order |
| Product\_ID | Links to the product being purchased |
| Quantity | Number of units ordered |
| Size | Selected size for apparel or footwear |
| Status | Order status (Pending, Shipped, Delivered) |
| Timestamp | Order placement date & time |

**3. Customers Table**

|  |  |
| --- | --- |
| Field | Description |
| Customer\_ID | Unique identifier for each customer |
| Name | Full name of the customer |
| Contact\_Info | Email & phone number |
| Address | Delivery address |
| Order\_History | Past purchases linked to Order\_ID |

**4. Shipment Table**

|  |  |
| --- | --- |
| Field | Description |
| Shipment\_ID | Unique identifier for tracking |
| Order\_ID | Linked order |
| Status | Shipping status (In Transit, Delivered) |
| Delivery\_Date | Expected or actual delivery date |

**5. Delivery Zones Table**

|  |  |
| --- | --- |
| Field | Description |
| Zone\_Name | Name or identifier of the delivery zone |
| Coverage\_Area | List of locations served |
| Assigned\_Drivers | Delivery personnel assigned to the zone |

**Entity Relationship Diagram**

