

## Task # 01

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- Choose Your Market Place Type?  
e-Commerce.

its Primary Purpose?

- E-Commerce allows business to reach customers worldwide • breaking geographical barriers.

- Define Your Business Goal?

- Addressing Fashion Needs.
- Solving Fit & Comfort Issues.
- Promoting Self-Expression.
- Filling Market Gaps.
- Enhancing Convenience.
- Solving Sustainability Challenges.
- Providing functional Benefits.



## • Target Audience?

- Based on Demographics.
- Based on Psychographics
- Based on Geographic location
- Based on Occasion
- Based on Behavioral Traits
- Based on Niche Markets

## • Products Services?

- T-shirt
- Shirt
- Jeans
- Shorts
- Casual
- Formal

• Marketplace Apart?

- Unique Value Proposition (UVP).

- Exclusive Designs.

- Customization Options.

- Limited Edition Collections.

- High - Quality Products.

- Premium Fabrics.

- Stitching, Fit, Finish.

- Ethical & Sustainable Practices.

- Eco-Friendly Materials.

- Fair Trade.

- Carbon Neutral.



- Exceptional Customer Experience
  - User - Friendly Website / Storefront.
  - Customer Support.
  - Flexible Policies.

- Competitive Pricing
- Specialized Niche
- Fast & Reliable Delivery
- Local & Cultural Relevance.

## • Data Schema ?

### - User.

- Attributes: UserID (PK), Name, Email, Password, Role (Buyer / Seller / Admin), Contact, Address.

## - Product.

- Attributes : ProductID (PK), Name, Description, Price, ~~stock~~ stock, Category, Seller ID (FK).

## - Seller.

- Attributes : Seller ID (PK), Name, BrandName, Email, Contact, Rating

## - Order

- Attributes : Order ID (PK), Order Date, Total Price, Status, user ID (FK), Shipping Address.

## - Order Item.

- Attributes : OrderItem ID (PK), quantity, Price, Product ID (FK), Order ID (FK).



## - Category.

- Attributes : Category ID (PK), Name, Description.

## - Review.

- Attributes : Review ID (PK), Rating, Comment, User ID (FK), Product ID (FK).

## - Payment.

- Attributes : Payment ID (PK), Payment Date, Amount, Payment Method, OrderId (FK), Status.

