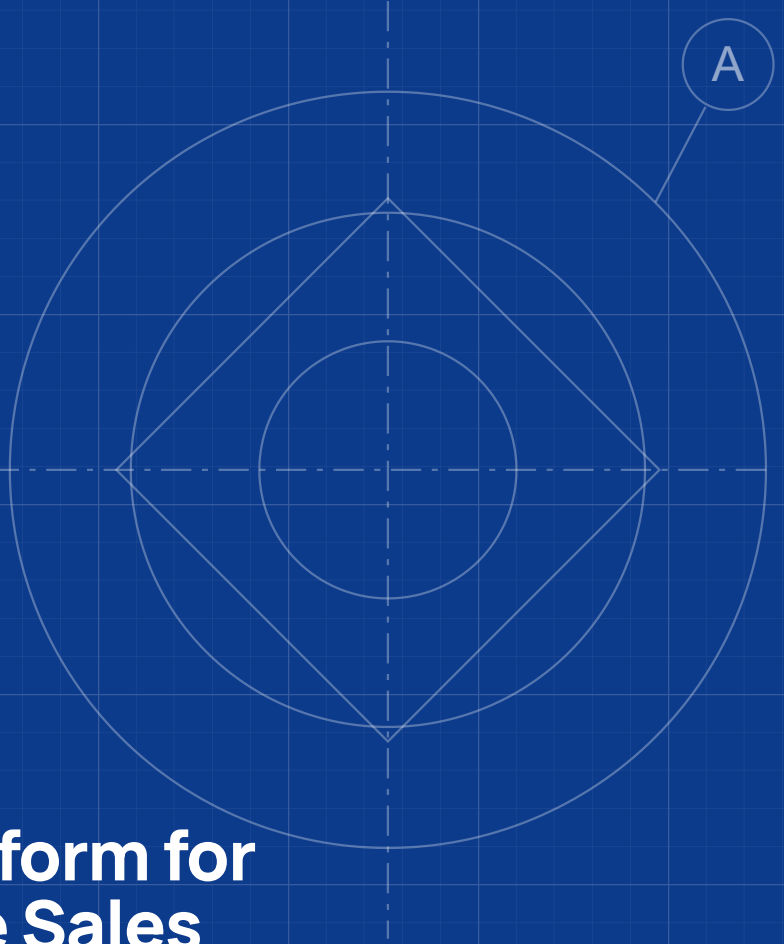


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Distributor Platform for Kitchen Appliance Sales

A kitchen appliance importer and distributor serving 400 dealers, handling about 3,500 SKUs and 2,000 orders a month with 18 salespeople.

SAMPLE PROPOSAL



PROJECT

AI Distributor Platform for Kitchen Appliance Sales

DRAWN BY
**DNA Maker AI
Engineer**

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

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Executive Summary

Salespeople currently search Excel price lists and build quotations by hand, while dealers order by LINE and phone. We will build an AI distributor platform that connects to the ERP stock API, speeds up product search and quotation creation, adds AI cross-sell suggestions, dealer analysis and demand forecasting, and gives dealers a dedicated ordering portal. The outcome is faster quotations, fewer manual errors and a single, visible sales and ordering process.

SPECIFICATIONS

CLIENT

A kitchen appliance importer and distributor serving 400 dealers, handling about 3,500 SKUs and 2,000 orders a month with 18 salespeople.

PROJECT

AI Distributor Platform

OVERALL TIMELINE

12 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

400

dealers served

3,500

SKUs handled

2,000/month

orders processed

OUR DIRECTION

The platform connects to the ERP stock API and gives salespeople a fast product search and quotation builder. AI suggests cross-sells, analyses dealer behaviour and forecasts demand, while dealers place orders through a dedicated portal instead of LINE and phone. This centralises sales and ordering into one system.



Problem Analysis

We found four distinct problems in the current sales and ordering process.

1

FINDING 01

Manual Price Search

Salespeople search price lists in Excel to find products. This slows every quotation and pulls selling time away from dealers, reducing sales capacity.

2

FINDING 02

Hand-Built Quotations

Quotations are built by hand, which invites pricing errors and inconsistent documents. Slow, error-prone quotes risk losing orders to faster competitors.

3

FINDING 03

Scattered Order Intake

Dealers order by LINE and phone, so orders arrive in different channels and must be re-entered. This creates manual work, errors and poor visibility across 2,000 monthly orders.

4

FINDING 04

No Sales Intelligence

The current process has no AI support for cross-sells, dealer analysis or demand forecasting. Salespeople cannot easily spot upsell opportunities or anticipate stock needs.

Solution Architecture

AI Distributor Platform

DETAIL A – HOW THE SYSTEM WORKS

AI Distributor Sales & Ordering Platform

Speeds up quotations and centralises dealer orders

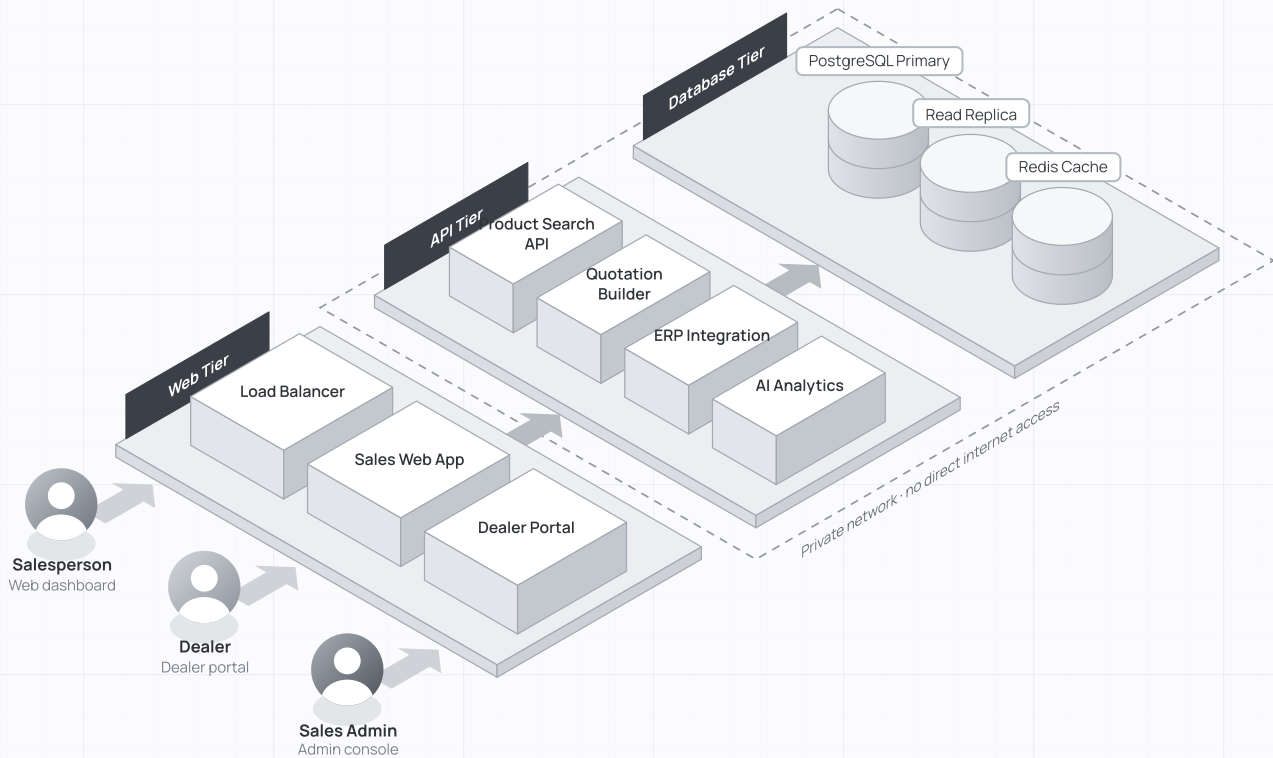


AI Distributor Sales & Ordering Platform – Speeds up quotations and centralises dealer orders.



Deployment Architecture

A true 3-tier deployment — web, API and database on separate tiers, with the database in a private network, never exposed to the internet.



Who uses the system



Salesperson

Web dashboard

Searches products and builds quotations



Dealer

Dealer portal

Places orders and tracks status



Sales Admin

Admin console

Manages catalog, pricing and users

Traffic estimate

Daily volume

~80 orders/day

Peak load

~0.3 req/s, midday rush

Concurrent users

~60 users

Capacity plan

2 app servers behind load balancer, auto-scaling to 4; PostgreSQL primary + replica, Redis cache

80 orders/day × 25% busiest hour × 30 API calls + browsing = ~0.3 req/s; launch 2 app servers sustain >5 req/s, >15× headroom.

Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



PROJECT

AI Distributor Platform for Kitchen Appliance Sales

DRAWN BY

DNA Maker AI Engineer

DATE

26 September 2026

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05 / 09

Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	Product Search & Quotation Builder	Lets salespeople find SKUs and generate quotations quickly.
2	ERP API Integration	Syncs stock and product data from the existing ERP.
3	AI Cross-Sell Engine	Suggests related products to increase order value.
4	Dealer Analytics	Analyses dealer purchase patterns to support sales decisions.
5	Demand Forecasting	Forecasts product demand to support stock planning.
6	Dealer Ordering Portal	Lets dealers place and track orders online.

INCLUDED

- ☒ Product search and quotation builder
- ☒ AI cross-sell suggestions
- ☒ Dealer analytics dashboard
- ☒ Demand forecasting module
- ☒ Dealer ordering portal
- ☒ ERP API integration

NOT INCLUDED IN THIS SCOPE

- ☐ ERP replacement or core ERP customisation
- ☐ Hardware and network procurement
- ☐ Third-party LINE or telephony fees
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

The ERP API is undocumented, unstable or rate-limited, which could delay integration.	Run a technical spike in week 1 and keep a scheduled batch-sync fallback if real-time calls are not viable.
Historical order and product data is incomplete or inconsistent, reducing AI model accuracy.	Add a data cleaning and validation step before model training and set forecast accuracy targets against a measured baseline.
Scope expands with additional AI features or extra ERP modules mid-project.	Freeze the agreed scope per phase and route any new request through a written change request with cost and timeline impact.



Delivery Plan

Overall timeline

12 weeks

Delivery phases

4

System components

6

Deliverables

6

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9 Week 10 Week 11 Week 12

Discovery & ERP API Integration

สัปดาห์ 1-3

Confirm requirements, map the ERP stock/price/order endpoints and deliver a working two-way sync of SKUs, stock levels and pricing.

Product Search & Quotation Builder

สัปดาห์ 3-7

Deliver the salesperson web app for instant 3,500-SKU search, price lookup and one-click PDF quotation generation.

AI Cross-Sell, Dealer Analytics & Demand Forecasting

สัปดาห์ 6-10

Train and deploy the cross-sell recommendation engine, the dealer behaviour dashboard and the demand forecasting module on historical order data.

Dealer Ordering Portal, UAT & Go-Live

สัปดาห์ 9-12

Launch the dealer self-service ordering portal, run UAT with salespeople and pilot dealers, then deploy to production with handover training.



Estimated Investment

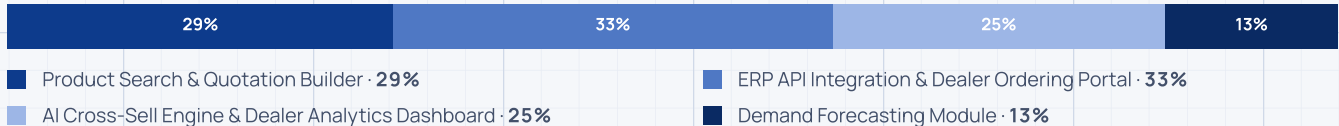
ESTIMATED TOTAL

฿350,000–1,200,000

Overall timeline

12 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Product Search & Quotation Builder Fast SKU search, price lookup and automated quotation generation for 18 salespeople.	฿110,000–340,000	4 สัปดาห์
ERP API Integration & Dealer Ordering Portal Two-way ERP sync plus the dealer self-service portal that replaces LINE and phone ordering.	฿120,000–400,000	5 สัปดาห์
AI Cross-Sell Engine & Dealer Analytics Dashboard Recommendation engine for quotation upsell plus dealer behaviour and performance analytics.	฿80,000–300,000	4 สัปดาห์
Demand Forecasting Module SKU-level demand forecasts from historical order data to guide purchasing and stock planning.	฿40,000–160,000	3 สัปดาห์

Estimated total

฿350,000–1,200,000 12 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- The ERP exposes a documented API with read/write access to stock, price and order data, and a sandbox is available in week 1.
- The client provides clean product master data for all 3,500 SKUs, including categories, specifications and images.
- At least 12 months of historical order data is available for cross-sell and demand forecasting model training.
- Salespeople and 2–3 pilot dealers are available for weekly reviews and UAT within the agreed timeline.

NOTE Every figure in this document is a preliminary estimate based solely on the information shared in conversation. Final pricing and timing are confirmed after a detailed requirements and systems review. Server and cloud hosting costs are not included in this proposal; they are billed by the provider directly to you.



Why DNA Maker

Thailand's leading banks, enterprises and government agencies trust us with systems that have to go live — and stay live.

500+
projects delivered since 2012

01 Chosen by Thailand's leaders

SCB, KBank, Krungsri, AIS, SCG, BDMS, the Treasury Department (Ministry of Finance) and Sony Device Thailand chose DNA Maker for systems where failure is not an option.

02 Bank-grade security, proven

A true 3-tier architecture (Web · API · Database) keeps your database off the public internet, validated by penetration and stress testing. Our Bluweo Engine is security-certified and runs at multiple bank groups.

03 You own 100% of it

Full source code and IP are handed to you — no plugin lock-in, no surprise licence fees, no limits on future changes.

04 Clears every go-live gate

We know bank and enterprise IT governance from the inside: every requirement in your TOR is covered, with no gaps and no surprises at acceptance.

05 Ready for the AI era

Content, search and data are structured for AI search engines and ChatGPT-style assistants, so the system grows with you instead of being rebuilt.

06 A partner long after launch

Multi-year client relationships, and a Bangkok team that stays on to improve the system and solve problems after go-live.

TRUSTED BY

SCB

Banking

KBank

Banking

Krungsri

Banking

AIS

Telecom

SCG

Industry

BDMS

Healthcare

Treasury Department

Ministry of Finance

Sony Device Thailand

Electronics

NEXT STEPS

- 1 Book a scoping session with the engineering team to confirm requirements, data sources and ERP integration points.
- 2 Provide ERP API documentation and sample data so the team can validate the integration approach and finalise the phase plan.
- 3 Review and sign off the commercial proposal, then issue the contract and schedule the kick-off date.

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