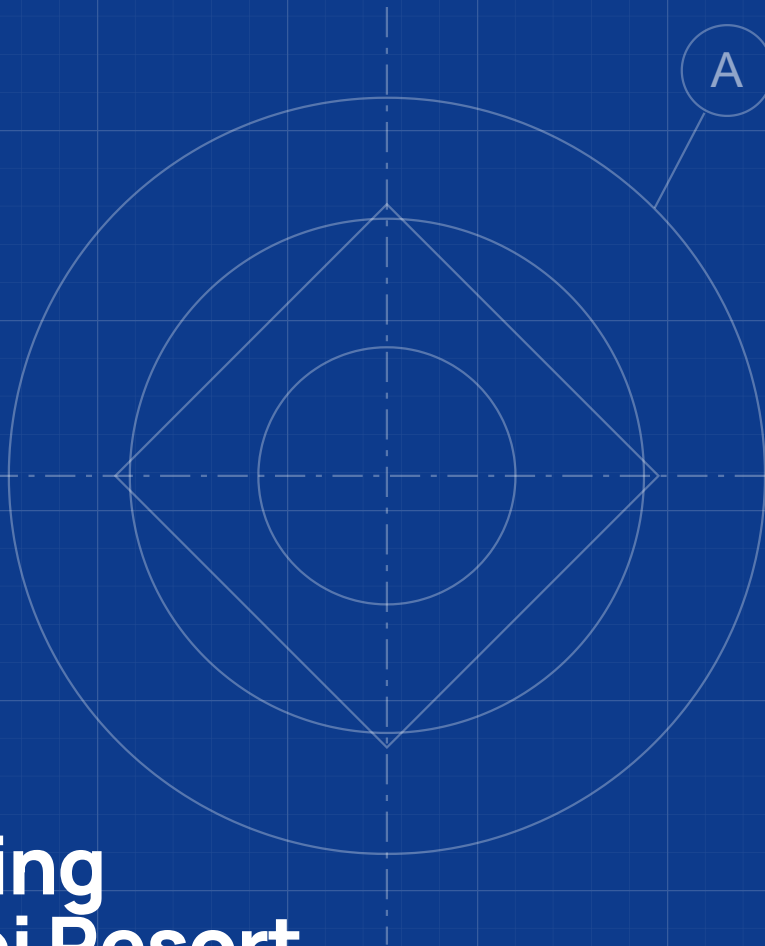


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Hotel Operating System for Krabi Resort

A 120-room beach resort in Krabi with bookings, guest requests, rooms, marketing and reviews spread across 6 different systems.

SAMPLE PROPOSAL



PROJECT

AI Hotel Operating System for Krabi Resort

DRAWN BY

**DNA Maker AI
Engineer**

CHECKED BY

DNA Maker engineering team

DATE

26 September 2026

SHEET

01 / 09

REV.

A

Executive Summary

The resort's bookings, guest requests, rooms, marketing, and reviews are fragmented across six systems, while guests repeatedly ask the same questions in Thai, English, and Chinese. We will build an AI hotel operating system that connects to the PMS and unifies guest communication, review analysis, content generation, and room-demand forecasting. This will reduce manual workload, speed up guest responses, and capture upsell opportunities across all channels.

SPECIFICATIONS

CLIENT

A 120-room beach resort in Krabi with bookings, guest requests, rooms, marketing and reviews spread across 6 different systems.

PROJECT

AI Hotel Operating System

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

120

rooms

6

systems

3

languages

OUR DIRECTION

The AI concierge answers guest questions in Thai, English, and Chinese across LINE, WhatsApp, and email, while connected to the PMS for real-time room and booking data. Review analysis, content generation, and room-demand forecasting feed operational and marketing decisions. Together, these components create a single, intelligent layer over the resort's existing systems.



Problem Analysis

We identified four distinct problems in the current guest and operations setup.

1

FINDING 01

Fragmented Systems

Bookings, guest requests, rooms, marketing, and reviews are spread across six different systems. This creates data silos and forces staff to manually reconcile information, increasing errors and slowing down service.

2

FINDING 02

Repetitive Inquiries

Guests ask the same questions all day in Thai, English, and Chinese. Staff spend significant time answering routine queries instead of focusing on higher-value guest interactions and upsells.

3

FINDING 03

Multilingual Burden

Supporting three languages requires multilingual staff or translation tools, which adds operational complexity and cost. Misunderstandings can lead to poor guest experiences and negative reviews.

4

FINDING 04

Review Disconnect

Reviews are managed on separate review sites without integration into operations. The resort cannot easily track sentiment trends or respond quickly, missing chances to improve reputation and revenue.



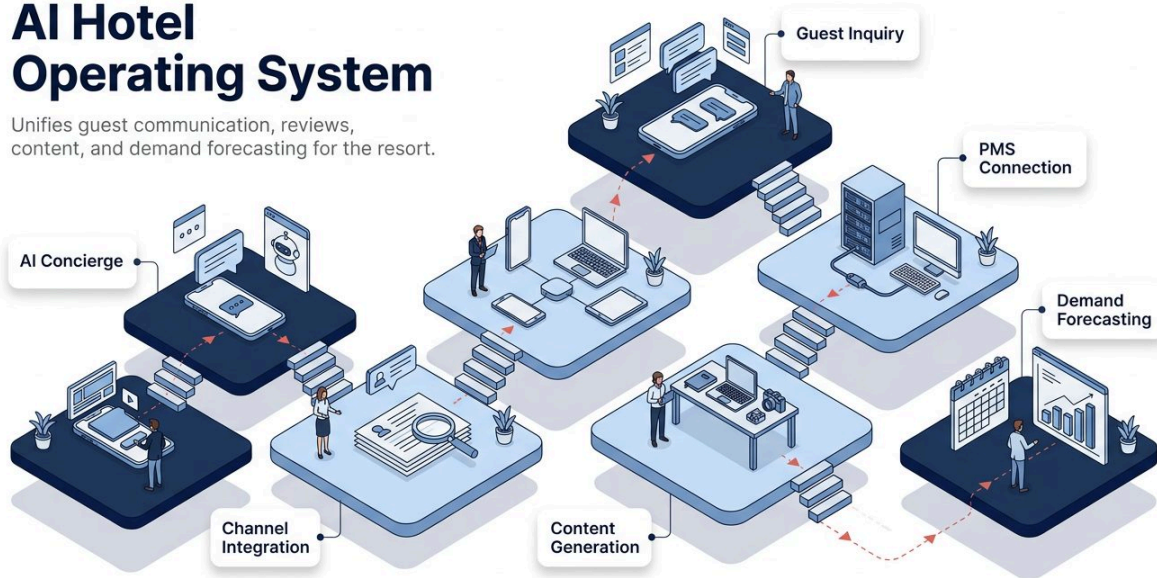
Solution Architecture

AI Hotel Operating System

DETAIL A – HOW THE SYSTEM WORKS

AI Hotel Operating System

Unifies guest communication, reviews, content, and demand forecasting for the resort.

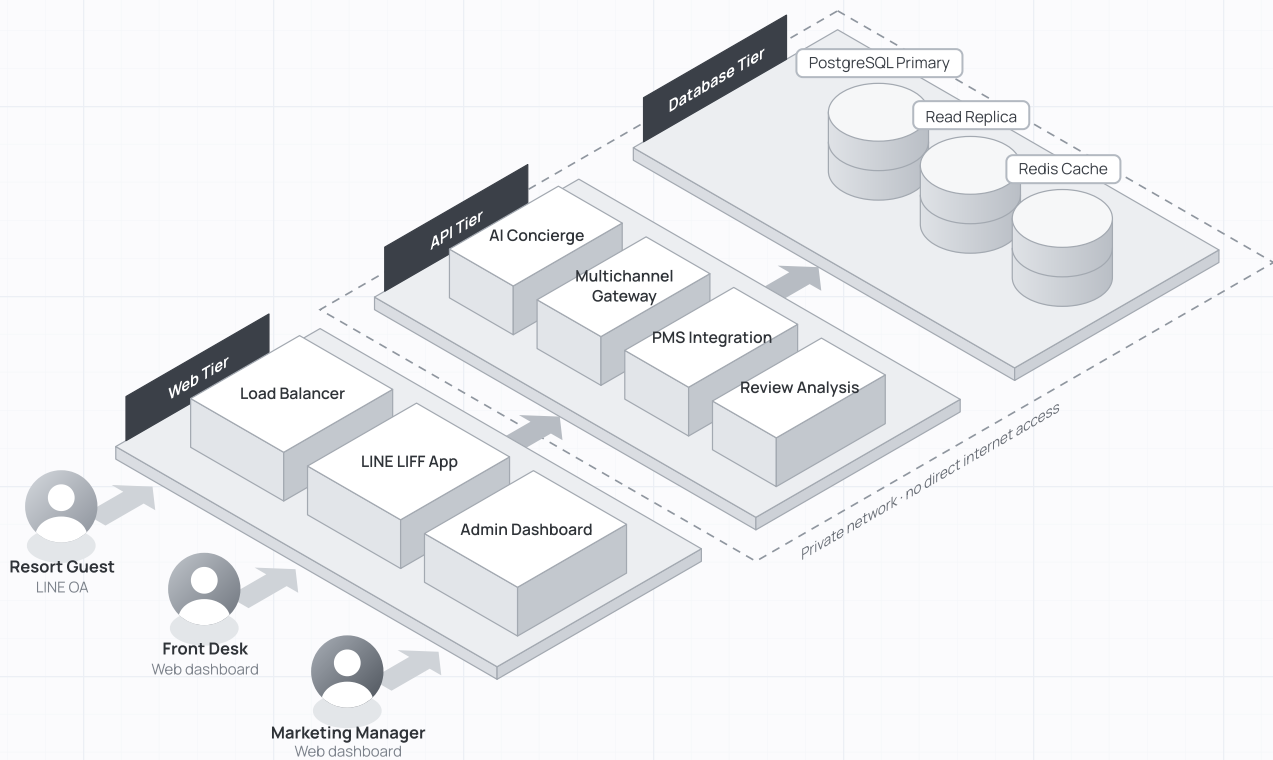


AI Hotel Operating System – Unifies guest communication, reviews, content, and demand forecasting for the resort.



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



Resort Guest
LINE OA

Asks questions, requests services, books upsells.



Front Desk
Web dashboard

Handles escalations, manages guest requests.



Marketing Manager
Web dashboard

Reviews analytics, generates content, forecasts demand.

Traffic estimate

Daily volume

~300 guest messages/day

Peak load

~0.1 req/s, evening rush

Concurrent users

~25 users

Capacity plan

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

Assumed 300 msgs/day (120 rooms, 70% occupancy) × 20% peak hour × 5 API calls = ~0.1 req/s; launch sustains >3×.

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

Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	AI Concierge	Answers guest questions in Thai, English, and Chinese and upsells rooms and services.
2	Multichannel Gateway	Connects LINE, WhatsApp, and email to the AI concierge for unified guest communication.
3	PMS Integration	Links the AI system to the resort's PMS for real-time booking and room data.
4	Review Analysis	Analyses review sites to surface guest sentiment and operational insights.
5	Content Generation	Generates marketing content for rooms and services.
6	Room-Demand Forecasting	Forecasts room demand to support pricing and availability decisions.

INCLUDED

- ☒ AI concierge for Thai, English, and Chinese
- ☒ Multichannel integration for LINE, WhatsApp, and email
- ☒ PMS integration for real-time booking and room data
- ☒ Review analysis and sentiment tracking
- ☒ Content generation for marketing
- ☒ Room-demand forecasting

NOT INCLUDED IN THIS SCOPE

- ☐ Third-party software license fees
- ☐ Hardware procurement
- ☐ Ongoing content creation beyond system-generated drafts
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

PMS API limitations may delay real-time data sync.	Conduct technical discovery in week 1 and define fallback sync methods.
Multilingual accuracy for Thai and Chinese may require iterative tuning.	Include native-speaker review cycles during UAT.
Guest data privacy compliance across channels.	Implement data handling per PDPA and client security policies.



Delivery Plan



Estimated Investment

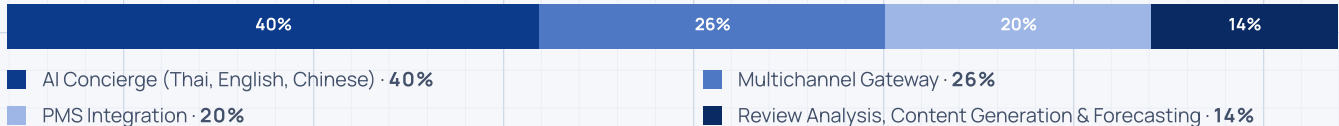
ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

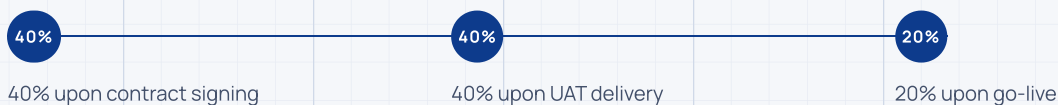
6 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
AI Concierge (Thai, English, Chinese) Multilingual guest Q&A and upsell agent for LINE, WhatsApp, and email.	฿60,000–140,000	3 สัปดาห์
Multichannel Gateway Unified messaging layer for LINE, WhatsApp, and email with routing and logging.	฿40,000–90,000	2 สัปดาห์
PMS Integration Real-time room availability, booking, and guest profile sync via PMS APIs.	฿30,000–70,000	2 สัปดาห์
Review Analysis, Content Generation & Forecasting Sentiment tracking, marketing copy generation, and room-demand forecasting dashboards.	฿20,000–50,000	2 สัปดาห์
Estimated total	฿150,000–350,000	6 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides timely access to PMS, channel manager, and messaging APIs.
- Client supplies historical booking, review, and content data for training and analysis.
- Client nominates a single point of contact for approvals and UAT.
- Existing systems have documented APIs or export capabilities.

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.

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.

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.

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.

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.

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. Scoping session with engineering team to confirm requirements and system access.
2. DNA Maker provides detailed technical proposal and timeline.
3. Contract signing and project kick-off.

Built to go live. Built to last.



CEO & Solution Provider

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