

## SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



# AI Logistics Management for Bangkok Delivery Fleet

A Bangkok delivery company with 60 trucks and 2,500 deliveries a day.

**SAMPLE PROPOSAL**



PROJECT  
**AI Logistics Management for Bangkok Delivery Fleet**

DRAWN BY  
**DNA Maker AI  
Engineer**

CHECKED BY  
**DNA Maker engineering team**

DATE  
**26 September 2026**

SHEET  
**01 / 09**

REV.  
**A**

# Executive Summary

Dispatchers plan routes by hand for 60 trucks and 2,500 daily deliveries, while customers phone to ask where their goods are and about 8% of deliveries arrive late. We will build an AI logistics management system that plans routes, sequences jobs, predicts delays from GPS, generates incident summaries, and sends automatic customer notifications when a delivery slips. The system will connect existing GPS trackers and LINE job dispatch so dispatchers and drivers work from AI-generated plans. This should reduce manual planning effort, lower inbound status calls, and improve on-time delivery visibility.

## SPECIFICATIONS

### CLIENT

**A Bangkok delivery company with 60 trucks and 2,500 deliveries a day.**

### PROJECT

**AI Logistics Management System**

### OVERALL TIMELINE

**14 weeks**

### DELIVERY PHASES · SYSTEM

COMPONENTS

**5 · 6**

60 trucks

Fleet size

2,500/day

Daily deliveries

8%

Late delivery rate

## OUR DIRECTION

GPS data from every truck feeds the delay prediction and route planning engines. The system sequences jobs, sends them to drivers via LINE, and generates incident summaries. When a delivery is predicted to slip, it automatically notifies the customer.



# Problem Analysis

Analysis found three distinct operational problems.

1

FINDING 01

## Manual Route Planning

Dispatchers plan routes by hand for 60 trucks and 2,500 deliveries a day. This manual process is slow, hard to scale, and likely produces inconsistent route quality. It also keeps dispatchers occupied with planning instead of exception handling.

2

FINDING 02

## Inbound Status Calls

Customers phone to ask where their goods are because there is no automatic status update. Each call consumes dispatcher time and interrupts route management. It also creates a reactive customer experience instead of proactive communication.

3

FINDING 03

## Late Delivery Rate

About 8% of deliveries arrive late, and GPS data is not used to predict delays. Late arrivals damage customer trust and increase support load. Without delay prediction, dispatchers cannot intervene before a delivery slips.



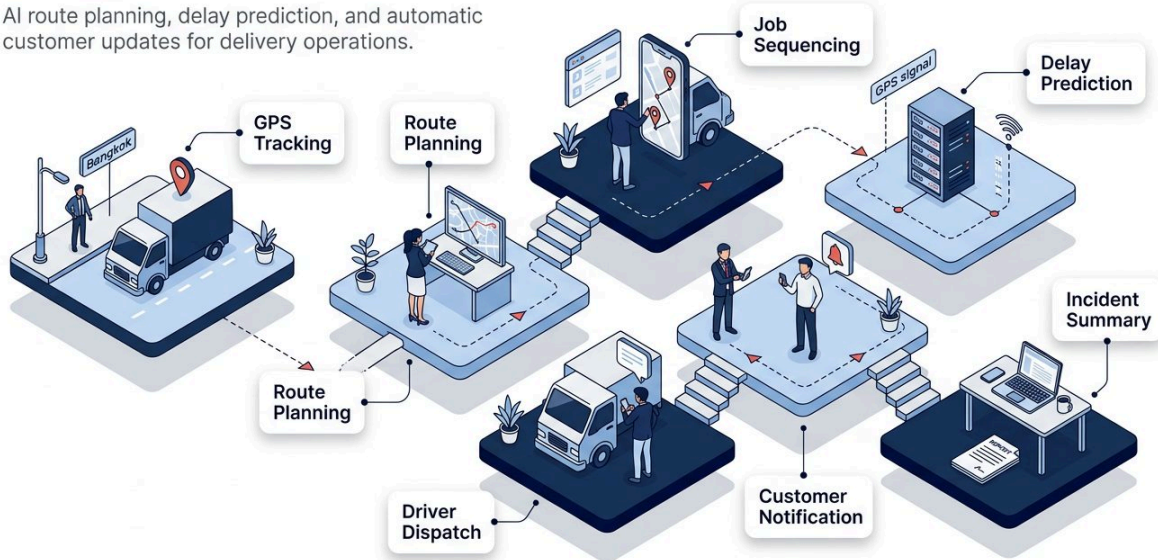
# Solution Architecture

## AI Logistics Management System

### DETAIL A – HOW THE SYSTEM WORKS

#### AI Logistics Management System

AI route planning, delay prediction, and automatic customer updates for delivery operations.

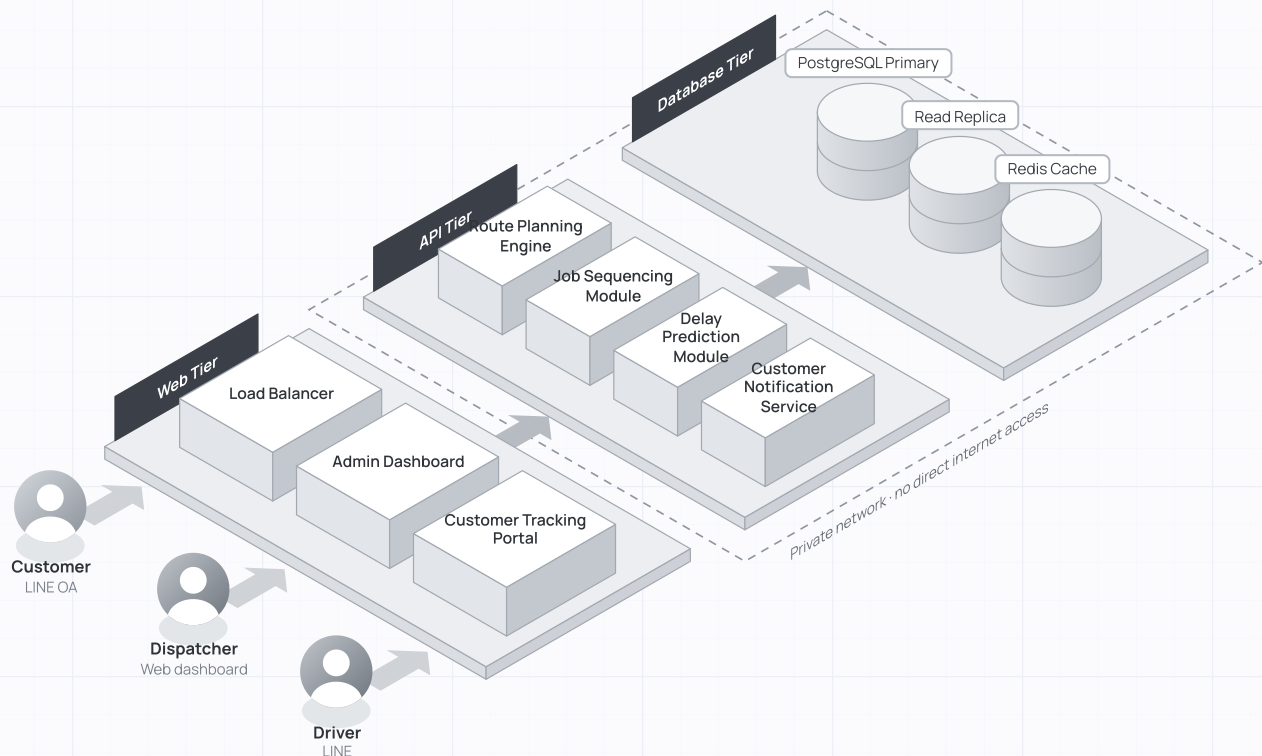


AI Logistics Management System – AI route planning, delay prediction, and automatic customer updates for delivery operations.



# 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



**Customer**  
LINE OA

Track delivery and receive delay alerts.



**Dispatcher**  
Web dashboard

Plan routes, sequence jobs, monitor incidents.



**Driver**  
LINE

Receive jobs and update delivery status.

## Traffic estimate

Daily volume

**~2,500  
deliveries/day**

Peak load

**~15 req/s, 7–9 AM  
rush**

Concurrent users

**~120 users**

Capacity plan

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

2,500 deliveries/day × 20% in 7–9 AM × ~10 API calls = ~14 req/s; launch 2 app servers sustain >45 req/s, 3× headroom.

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   | Route Planning Engine         | Creates AI route plans for the fleet.                   |
| 2   | Job Sequencing Module         | Orders delivery jobs for each driver.                   |
| 3   | Delay Prediction Module       | Uses GPS tracker data to predict delivery delays.       |
| 4   | Incident Summary Generator    | Produces summaries of delivery incidents.               |
| 5   | Customer Notification Service | Automatically notifies customers when a delivery slips. |
| 6   | LINE Job Dispatch             | Sends sequenced jobs to drivers through LINE.           |

### INCLUDED

- ☒ AI route planning and job sequencing
- ☒ GPS-based delay prediction
- ☒ Incident summaries
- ☒ Automatic customer notifications
- ☒ Integration with existing GPS trackers
- ☒ LINE job dispatch to drivers

### NOT INCLUDED IN THIS SCOPE

- ☐ GPS tracker hardware procurement
- ☐ LINE messaging service fees
- ☐ Truck maintenance and fuel costs
- ☐ Server and cloud hosting costs

## RISKS & MITIGATION

|                                                                   |                                                                                            |
|-------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| GPS data quality or latency may affect delay prediction accuracy. | Conduct data audit in Phase 1 and build fallback rules for missing or delayed GPS signals. |
| Driver adoption of LINE dispatch may be slow.                     | Include driver training and a simple feedback loop during UAT.                             |
| Integration with legacy GPS trackers could face API limitations.  | Early technical spike in Phase 1 to confirm API capabilities and define workarounds.       |



# Delivery Plan



# Estimated Investment

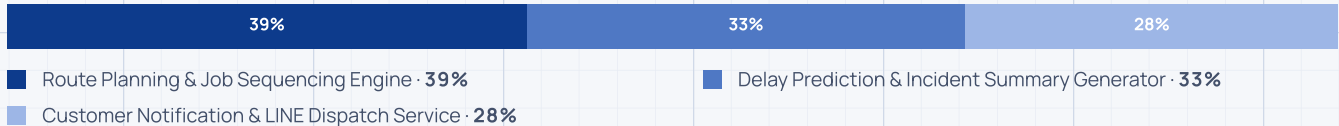
ESTIMATED TOTAL

**฿450,000–850,000**

Overall timeline

**14 weeks**

## BUDGET BREAKDOWN

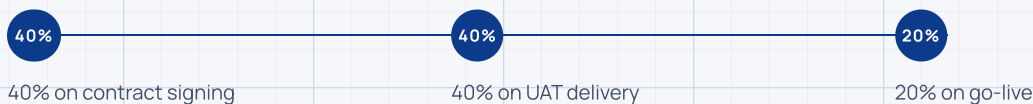


| ITEM                                                                                                                                                | PRICE RANGE (THB) | DURATION  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|
| <b>Route Planning &amp; Job Sequencing Engine</b><br>AI route optimization and job sequencing for 60 trucks, integrated with GPS and LINE.          | ฿180,000–320,000  | 6 สัปดาห์ |
| <b>Delay Prediction &amp; Incident Summary Generator</b><br>GPS-based delay prediction models and automated incident summaries for dispatchers.     | ฿150,000–280,000  | 4 สัปดาห์ |
| <b>Customer Notification &amp; LINE Dispatch Service</b><br>Automatic customer notifications for predicted delays and LINE job dispatch to drivers. | ฿120,000–250,000  | 2 สัปดาห์ |

## Estimated total

**฿450,000–850,000 14 weeks**

## PAYMENT TERMS



## ESTIMATE ASSUMPTIONS

- Client provides timely access to GPS tracker APIs and historical delivery data.
- Existing LINE Official Account and driver LINE IDs are available for integration.
- Client dispatchers and drivers are available for UAT and training sessions.
- No major changes to scope after requirements sign-off.

**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 Schedule a scoping session with the engineering team to confirm requirements and data access.
- 2 Review and sign the proposal and statement of work.
- 3 Kick off Phase 1 discovery and data integration.

**Built to go live. Built to last.**



#### CEO & Solution Provider

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