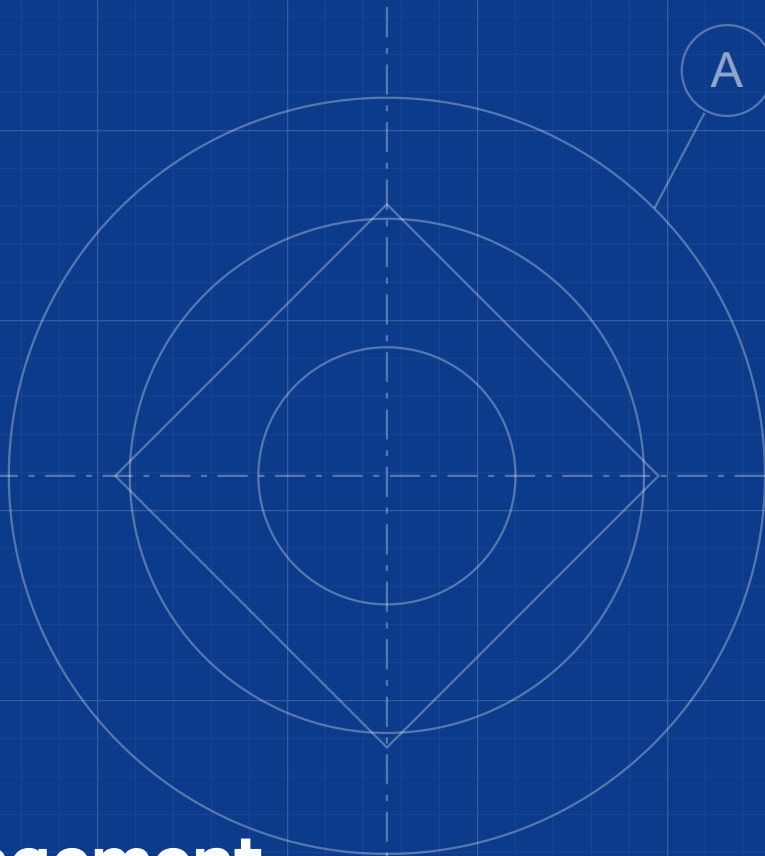


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



Real-Time AI Management Dashboard for Furniture Retailer

A 12-branch furniture retailer handling about 3,000 transactions a day across POS, Facebook and Google Ads, Express accounting, and a stock system.

SAMPLE PROPOSAL



PROJECT

Real-Time AI Management Dashboard for Furniture Retailer

DRAWN BY

DNA Maker AI Engineer

CHECKED BY

DNA Maker engineering team

DATE

26 September 2026

SHEET

01 / 09

REV.

A

Executive Summary

Sales, marketing, and finance reports currently reach the CEO a week late in separate Excel files, preventing real-time visibility across 12 branches. We will build an AI management dashboard that unifies the existing POS, Facebook and Google Ads, Express accounting, and stock system into one live view. The AI layer will explain what changed, flag anomalies, and answer questions such as why sales dropped this month. The outcome is faster, evidence-based decisions from current data, delivered within an 8–10 week engagement and a preliminary budget of \$350,000–650,000.

SPECIFICATIONS

CLIENT

A 12-branch furniture retailer handling about 3,000 transactions a day across POS, Facebook and Google Ads, Express accounting, and a stock system.

PROJECT

AI Real-Time Management Dashboard

OVERALL TIMELINE

10 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

3 · 6

12

branches

3,000/day

transactions

\$350,000–
650,000

preliminary budget

OUR DIRECTION

The system connects to the existing POS, Facebook and Google Ads, Express accounting, and stock system, then continuously unifies their data into one real-time dashboard. An AI layer monitors the unified data to explain changes, flag anomalies, and answer natural-language questions. The CEO gains a single live view of all 12 branches and can act on current performance instead of week-old Excel reports.



Problem Analysis

We identified four distinct problems in the current reporting setup.

1

FINDING 01

Late Reporting

Reports reach the CEO a week late, so decisions are based on stale sales, marketing, and finance data. This delay costs the business the ability to react to fast-moving branch performance, promotions, or stock issues while they are still actionable.

2

FINDING 02

Siloed Excel Files

Sales, marketing, and finance arrive in separate Excel files, forcing manual reconciliation and creating conflicting views of the business. The cost is wasted management time and a lack of a single trusted source for performance.

3

FINDING 03

No Real-Time View

The CEO cannot see the business in real time across 12 branches, despite about 3,000 daily transactions. Without a live view, branch-level problems and opportunities remain invisible until the weekly reports arrive.

4

FINDING 04

No AI Explanation

There is no system to explain what changed, flag anomalies, or answer questions like why sales dropped this month. The business cost is slower root-cause analysis and delayed corrective action when performance shifts.



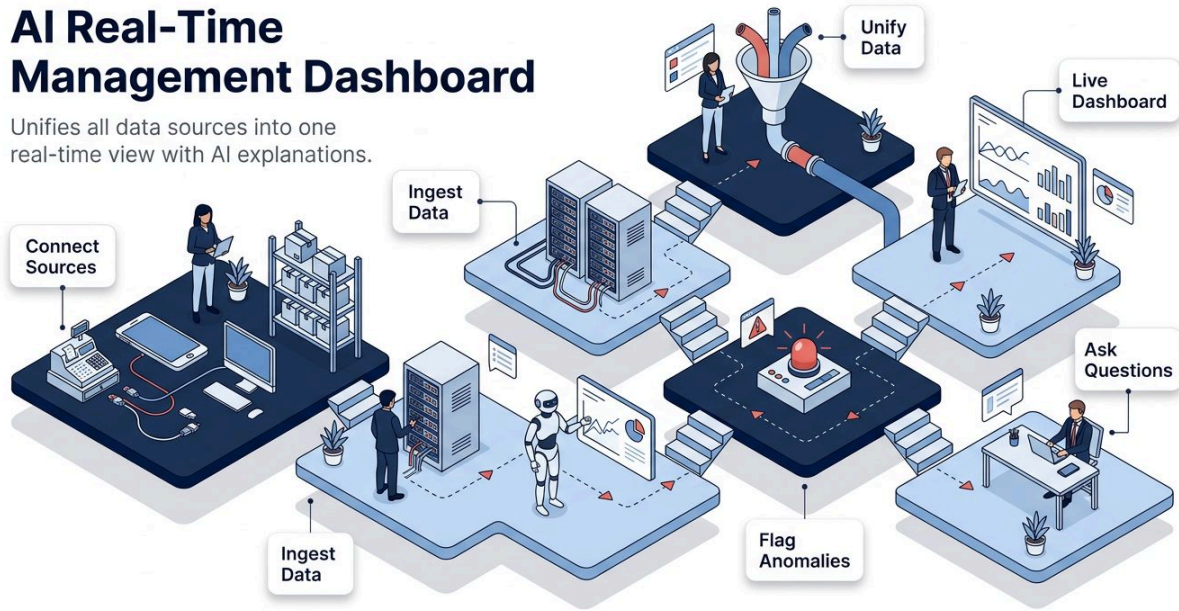
Solution Architecture

AI Real-Time Management Dashboard

DETAIL A – HOW THE SYSTEM WORKS

AI Real-Time Management Dashboard

Unifies all data sources into one real-time view with AI explanations.

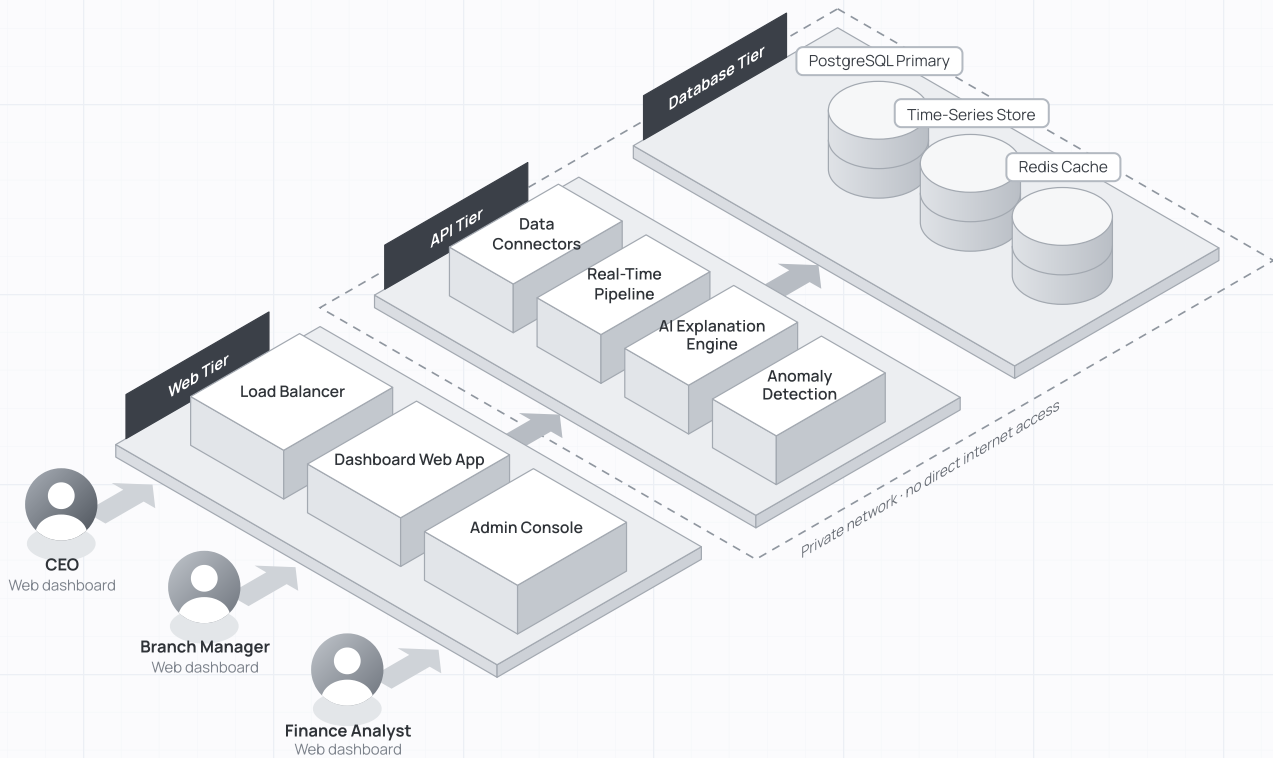


AI Real-Time Management Dashboard – Unifies all data sources into one real-time view with AI explanations.



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



CEO

Web dashboard

Monitors all 12 branches in real time and asks AI questions.



Branch Manager

Web dashboard

Reviews branch sales, stock and anomalies.



Finance Analyst

Web dashboard

Checks unified accounting and marketing performance.

Traffic estimate

Daily volume

~3,000 transactions/day

Peak load

~2 req/s, evening peak

Concurrent users

~40 users

Capacity plan

2 web servers, 2 app servers, auto-scaling to 4; PostgreSQL primary + replica, Redis cache.

3,000 txns/day × 20% peak hour × 5 API calls ≈ 0.8 req/s; launch 2 app servers sustain >3 req/s, over 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	Data Connectors	Connect to the POS, Facebook and Google Ads, Express accounting, and stock system.
2	Real-Time Pipeline	Continuously ingests and unifies data from all connected sources.
3	Unified Dashboard	Presents sales, marketing, finance, and stock in one real-time view across 12 branches.
4	AI Explanation Engine	Explains what changed in the business metrics.
5	Anomaly Detection	Flags unusual patterns or outliers in the unified data.
6	Natural-Language Q&A	Answers questions such as why sales dropped this month.

INCLUDED

- ☒ Integration with POS, Facebook and Google Ads, Express accounting, and stock system
- ☒ Real-time unified dashboard across all 12 branches
- ☒ AI explanations for metric changes
- ☒ Anomaly detection and alerts
- ☒ Natural-language Q&A for questions like sales drops

NOT INCLUDED IN THIS SCOPE

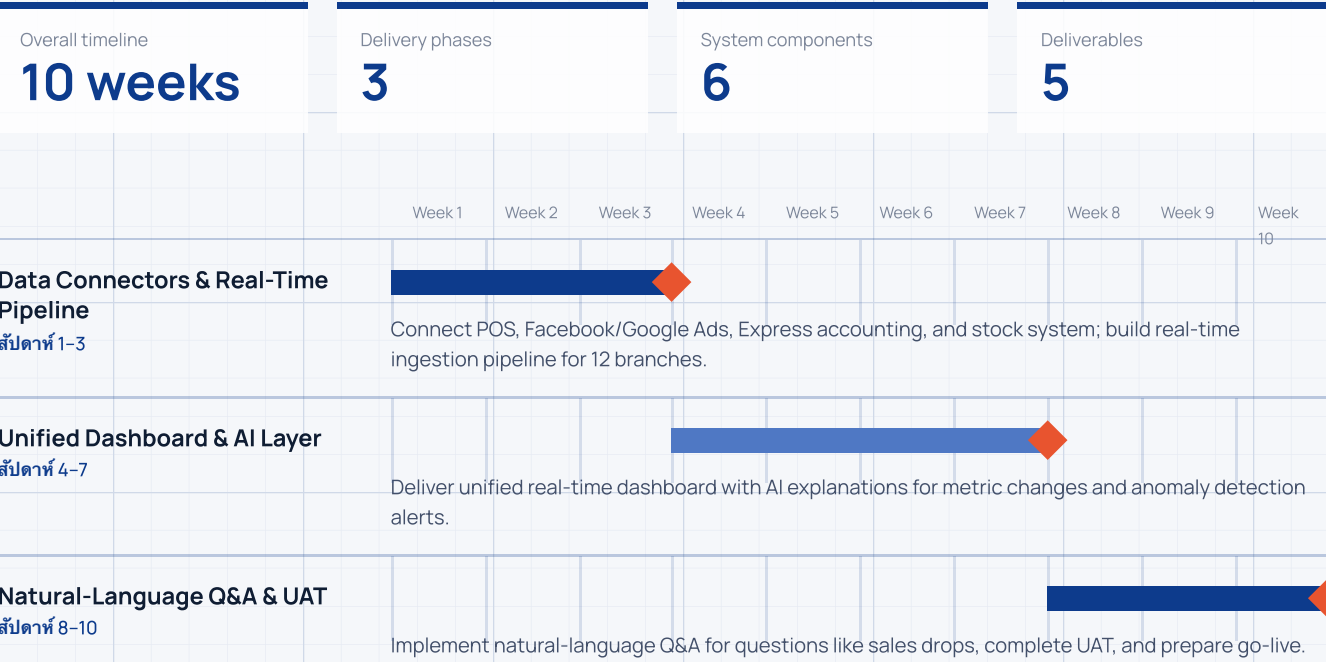
- ☐ Modifications to existing POS, accounting, or stock systems
- ☐ Facebook and Google Ads campaign management
- ☐ Branch hardware procurement
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Third-party APIs may have rate limits or lack real-time endpoints.	Design connectors with polling and caching; confirm API capabilities during scoping.
Data quality issues across branches may affect AI accuracy.	Include data validation and cleansing rules in the pipeline.
Scope creep from additional branches or custom reports.	Fixed scope for 12 branches and agreed metrics; changes via change request.



Delivery Plan



Estimated Investment

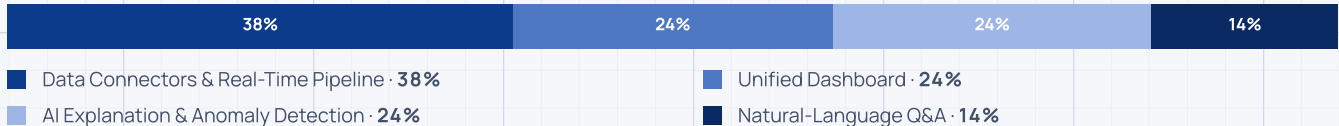
ESTIMATED TOTAL

฿400,000–650,000

Overall timeline

10 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Data Connectors & Real-Time Pipeline Integrate POS, Facebook/Google Ads, Express accounting, and stock system into a real-time data pipeline.	฿150,000–250,000	3 สัปดาห์
Unified Dashboard Real-time dashboard across all 12 branches with key sales, marketing, finance, and stock metrics.	฿100,000–150,000	2 สัปดาห์
AI Explanation & Anomaly Detection AI layer that explains metric changes and flags anomalies with alerts.	฿100,000–150,000	2 สัปดาห์
Natural-Language Q&A Natural-language interface to ask questions like 'why did sales drop this month?'.	฿50,000–100,000	1 สัปดาห์

Estimated total

฿400,000–650,000 10 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- POS, Facebook/Google Ads, Express accounting, and stock system provide API or database access for integration.
- Client provides timely access to systems and a key contact for UAT and feedback.
- Data volume is up to 3,000 transactions per day across 12 branches.
- Existing systems remain unchanged; no hardware or third-party license costs are included.

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 data access.
- 2 Technical discovery and integration assessment for POS, Ads, accounting, and stock systems.
- 3 Provide formal proposal and project plan for sign-off.

Built to go live. Built to last.



CEO & Solution Provider

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