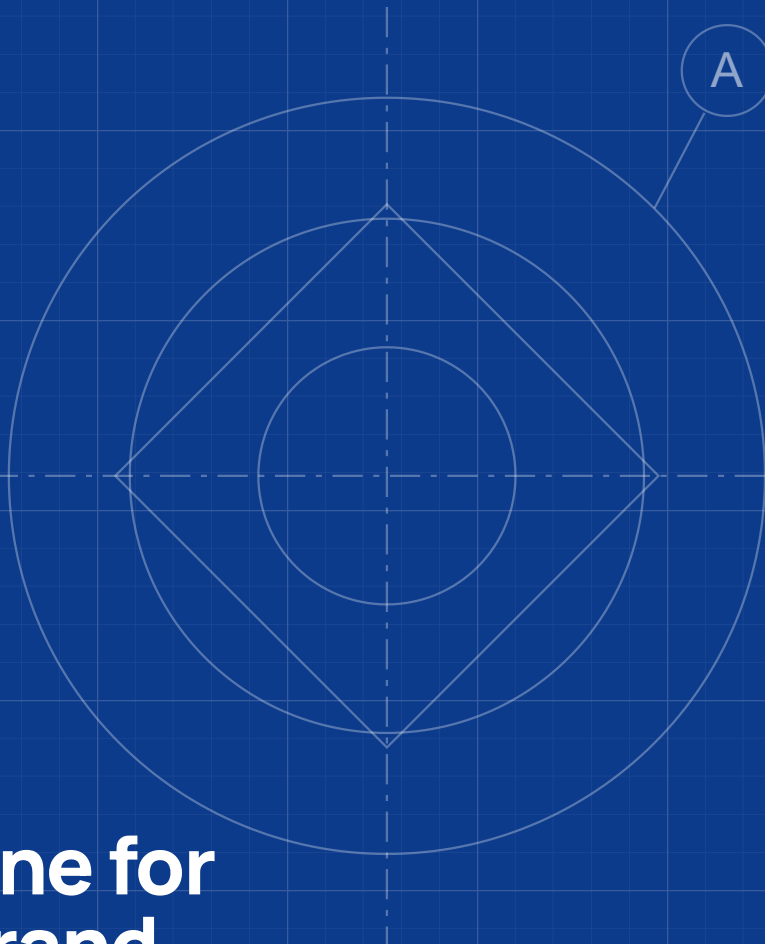


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Content Engine for Thai Skincare Brand

Thai skincare brand with a 3-person marketing team, about 60 products, 4 promotions a month, and around 40 manual posts a month.

SAMPLE PROPOSAL



PROJECT
AI Content Engine for Thai Skincare Brand

DRAWN BY
DNA Maker AI
Engineer

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

REV.
A

Executive Summary

The 3-person marketing team cannot keep up with creating posts, short videos and captions for every product and promotion across five platforms. They currently plan in Google Sheets and post by hand, producing around 40 posts a month. DNA Maker will build an AI content engine that turns each product and promotion into platform-tailored posts, short videos, captions and hashtags, with a content calendar and scheduled publishing. The outcome is 120 or more posts and short videos a month without hiring.

SPECIFICATIONS

CLIENT

Thai skincare brand with a 3-person marketing team, about 60 products, 4 promotions a month, and around 40 manual posts a month.

PROJECT

AI Content Engine for Skincare Marketing

OVERALL TIMELINE

6 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

3

marketing team members

60

products

120+

target monthly posts and short videos

OUR DIRECTION

The engine takes each product and promotion as input and generates posts, short videos, captions and hashtags. It tailors that content for Facebook, TikTok, Instagram, YouTube and LinkedIn, then places it into a content calendar. Scheduled publishing sends approved content to each platform, enabling 120 or more posts and short videos a month without hiring.



Problem Analysis

We found four distinct problems in the current content operation.

1

FINDING 01

Manual Publishing Bottleneck

The 3-person marketing team plans in Google Sheets and posts by hand, producing around 40 posts a month. This manual process cannot scale to the desired 120 or more posts and short videos a month without hiring. The business cost is limited campaign coverage and missed posting cadence across five platforms.

2

FINDING 02

Content Volume Gap

The brand has about 60 products and 4 promotions a month, each needing posts, short videos and captions. Current output of around 40 posts a month leaves most product and promotion content uncovered. The cost is under-promoted products and lost reach on Facebook, TikTok, Instagram, YouTube and LinkedIn.

3

FINDING 03

Platform Tailoring Load

Each of the five platforms needs different post formats, captions and hashtags. A 3-person team cannot manually tailor every product and promotion to every platform. The cost is inconsistent brand presence and weaker engagement per channel.

4

FINDING 04

Fragmented Planning

Planning happens in Google Sheets while publishing is done by hand, so calendar and execution are disconnected. This creates duplicated effort and timing errors across 4 monthly promotions. The cost is wasted team hours and campaigns that go out late or unevenly.



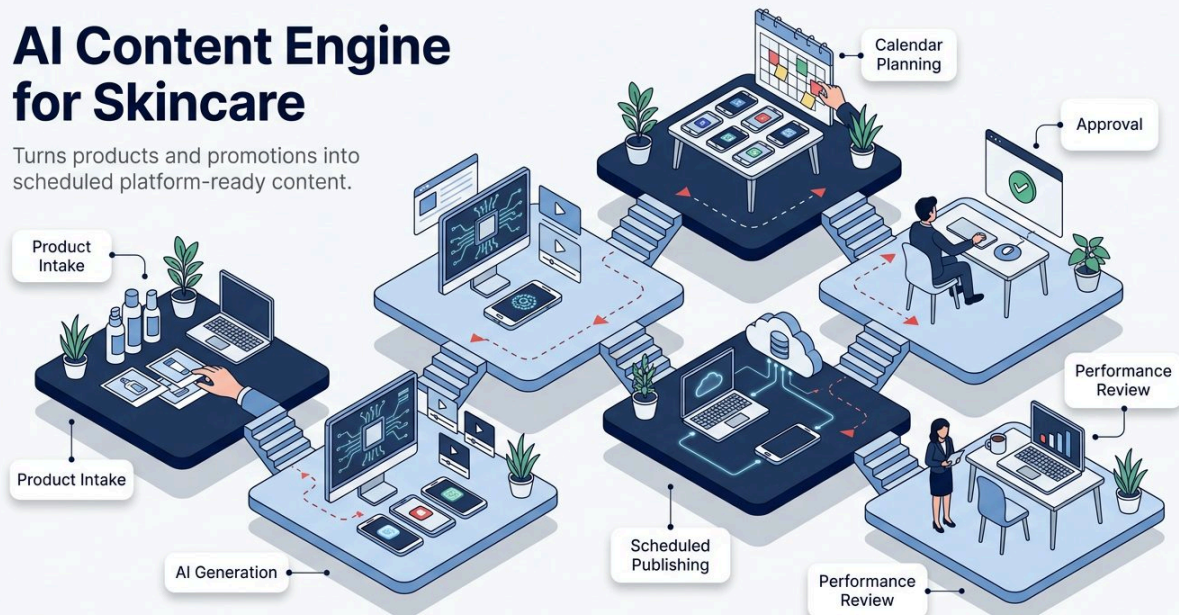
Solution Architecture

AI Content Engine for Skincare Marketing

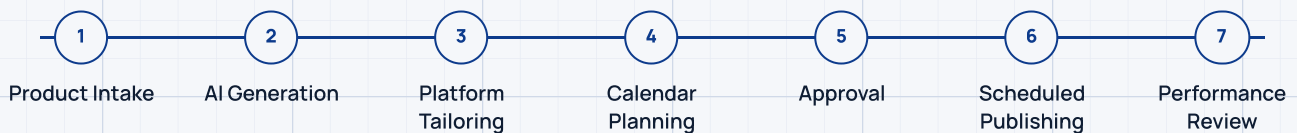
DETAIL A – HOW THE SYSTEM WORKS

AI Content Engine for Skincare

Turns products and promotions into scheduled platform-ready content.

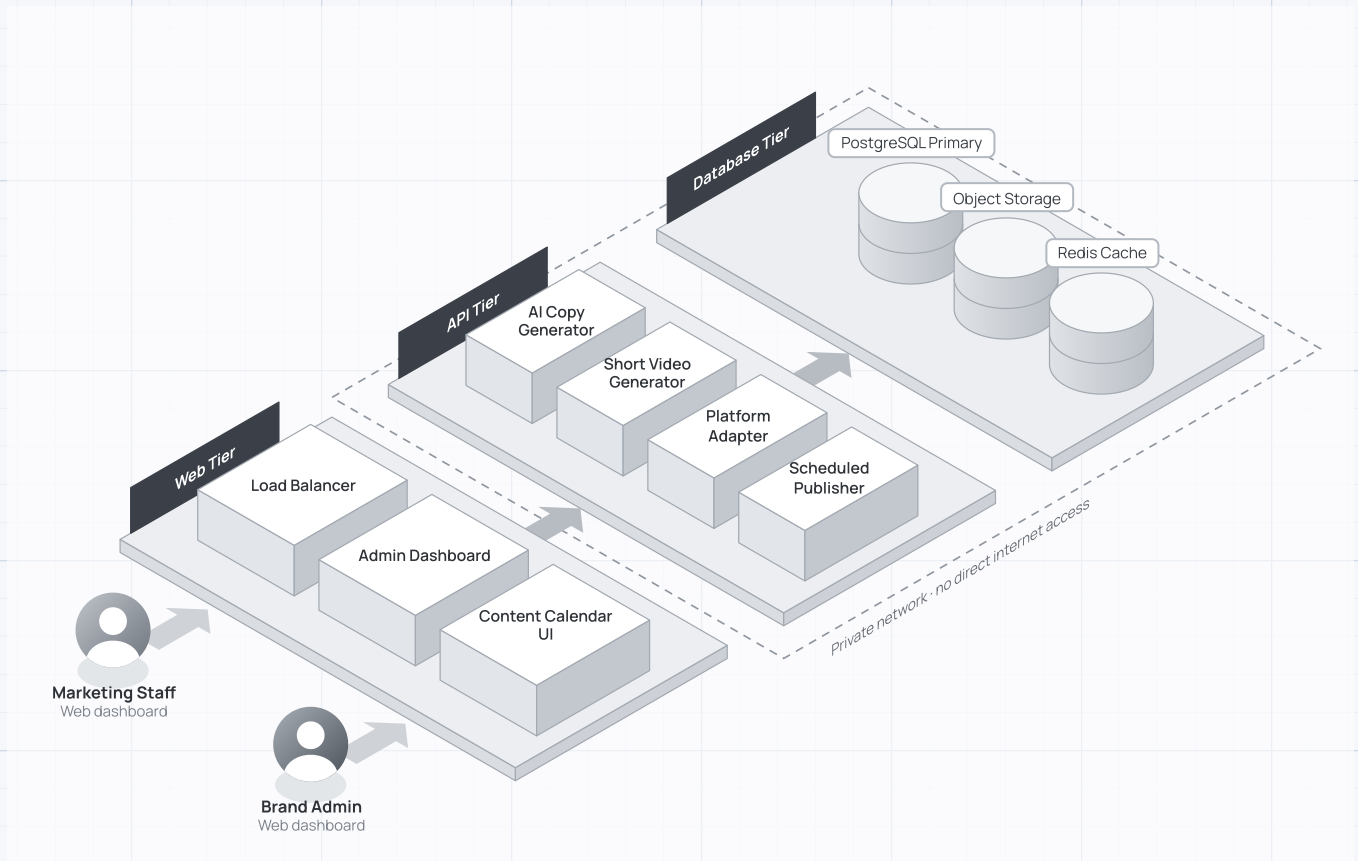


AI Content Engine for Skincare – Turns products and promotions into scheduled platform-ready content.



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



Marketing Staff

Web dashboard

Creates and schedules posts and videos.



Brand Admin

Web dashboard

Approves content and manages campaigns.

Traffic estimate

Daily volume

~4–5 posts/day

Peak load

~0.01 req/s, 9–11 AM batch

Concurrent users

~5 users

Capacity plan

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

120 posts/month $\approx 4/\text{day} \times 10 \text{ API calls} \times 30\%$ in busiest hour $\approx 0.003 \text{ req/s}$; launch sustains $>0.1 \text{ req/s}$, $>30\times$ headroom.

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



PROJECT

AI Content Engine for Thai Skincare Brand

DRAWN BY

DNA Maker AI Engineer

DATE

26 September 2026

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Scope of Work

BILL OF MATERIALS

NO.	KEY COMPONENTS	ROLE
1	Product & Promotion Intake	Captures the 60 products and 4 monthly promotions as source inputs for content generation.
2	AI Copy Generator	Creates platform-ready posts, captions and hashtags from each product or promotion.
3	Short Video Generator	Produces short video content for each product and promotion.
4	Platform Adapter	Tailors formats and copy for Facebook, TikTok, Instagram, YouTube and LinkedIn.
5	Content Calendar	Organises generated content and campaign timing in one planning view.
6	Scheduled Publisher	Publishes approved content automatically to the connected social platforms.

INCLUDED

- ☒ AI generation of posts, captions and hashtags
- ☒ Short video generation for products and promotions
- ☒ Platform tailoring for Facebook, TikTok, Instagram, YouTube and LinkedIn
- ☒ Content calendar for 60 products and 4 monthly promotions
- ☒ Scheduled publishing workflow
- ☒ Google Sheets planning integration

NOT INCLUDED IN THIS SCOPE

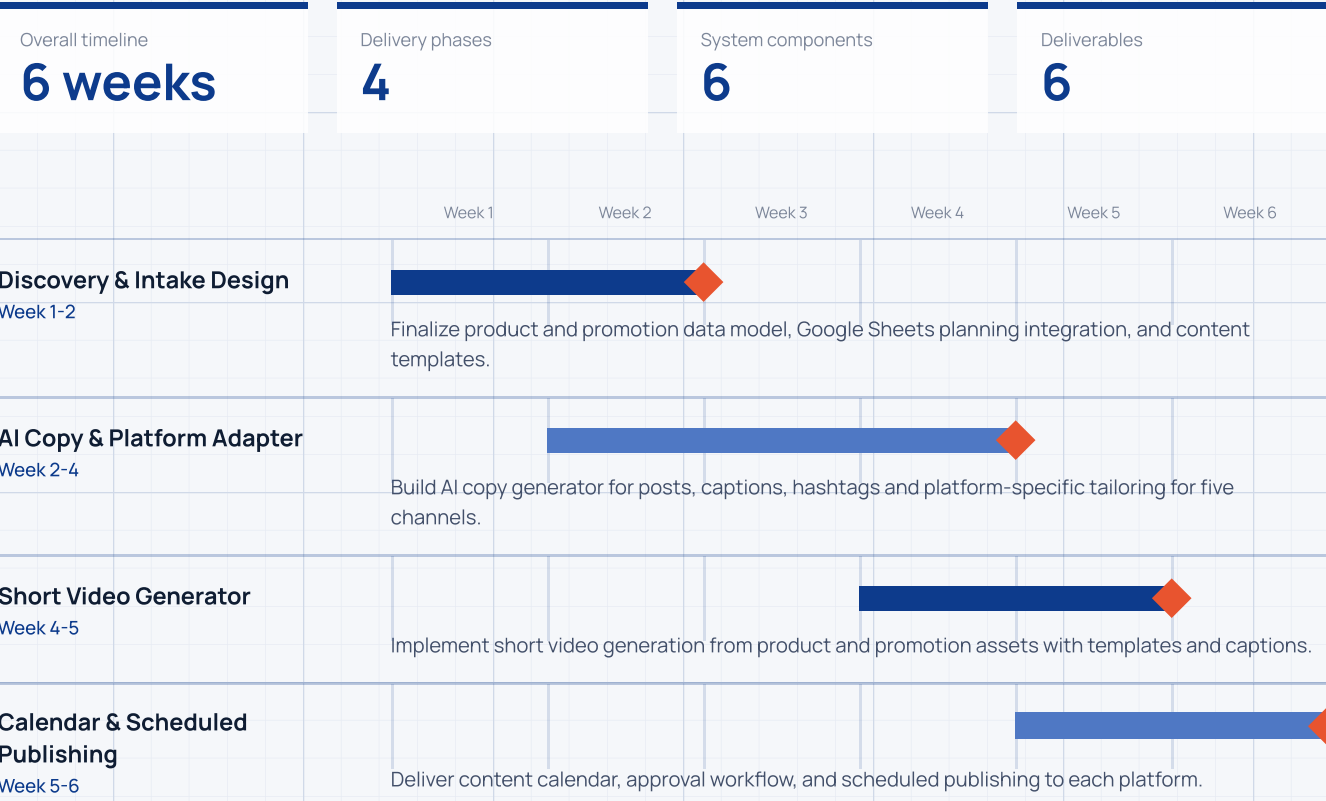
- ☐ Paid advertising spend and media buying
- ☐ Social media account setup and platform access fees
- ☐ Human product photography and videography shoots
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Platform API changes or rate limits may affect scheduled publishing.	Build adapter layer with fallback to manual export and monitor API updates.
AI-generated content may need brand voice tuning.	Include brand style guide training and iterative review cycles during UAT.
Short video quality may vary with input assets.	Define asset guidelines and provide template-based video generation with manual override.



Delivery Plan



Estimated Investment

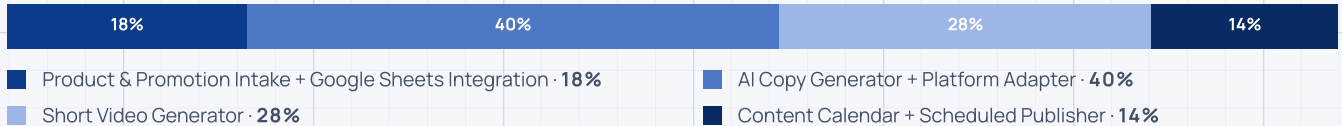
ESTIMATED TOTAL

฿150,000–350,000

Overall timeline

6 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Product & Promotion Intake + Google Sheets Integration Data model, intake forms, and Google Sheets planning sync.	฿30,000–60,000	1 week
AI Copy Generator + Platform Adapter Generates posts, captions, hashtags and tailors to Facebook, TikTok, Instagram, YouTube, LinkedIn.	฿60,000–140,000	2 weeks
Short Video Generator Creates short videos from product and promotion assets with templates and captions.	฿40,000–100,000	2 weeks
Content Calendar + Scheduled Publisher Calendar view, approval workflow, and scheduled publishing to each platform.	฿20,000–50,000	1 week
Estimated total	฿150,000–350,000	6 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides product and promotion data, brand assets, and access to Google Sheets and social accounts.
- Client has business accounts on all five platforms with API access or approved scheduling tools.
- Client's marketing team is available for weekly reviews and provides feedback within 2 business days.
- Content generation assumes Thai and English copy; video generation uses provided images/videos and stock assets.

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 sources.
- 2 Review and sign the proposal and statement of work.
- 3 Kick off with a deposit and provide access to brand assets and social accounts.

Built to go live. Built to last.



CEO & Solution Provider

pheerakarn@dnamaker.com

+66 81 831 5679

LINE @dnamaker · www.dnamaker.com

