

SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Restaurant Management Platform for 8 Branches

A Thai restaurant group with 8 branches, about 25,000 bills per month, using a cloud POS API and weekly Excel stock counts.

SAMPLE PROPOSAL



PROJECT

AI Restaurant Management Platform for 8 Branches

DRAWN BY
DNA Maker AI
Engineer

CHECKED BY
DNA Maker engineering team

DATE
26 September 2026

SHEET
01 / 09

REV.
A

Executive Summary

The client operates 8 Thai restaurant branches where orders, stock, food cost and promotions are managed separately, and food cost keeps creeping up. We will build an AI restaurant management platform that connects to the existing cloud POS API and centralizes data across branches. It will deliver cross-branch menu analytics, ingredient forecasting, food-cost checks, promotion suggestions and social content made from the menu. The outcome is one operational view that helps the client control food cost, improve promotions and act on menu performance across all branches.

SPECIFICATIONS

CLIENT

A Thai restaurant group with 8 branches, about 25,000 bills per month, using a cloud POS API and weekly Excel stock counts.

PROJECT

AI Restaurant Management Platform

OVERALL TIMELINE

10 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

8

Thai restaurant branches

25,000/month

bills per month across branches

OUR DIRECTION

The platform connects to the existing cloud POS API and consolidates orders, stock and food-cost data from all 8 branches. Menu analytics and ingredient forecasting turn that data into food-cost checks, promotion suggestions and social content from the menu. Branch teams get one view for controlling cost and acting on menu performance.



Problem Analysis

We found four distinct problems in the current branch-by-branch setup.

1

FINDING 01

Fragmented Branch Data

Orders, stock, food cost and promotions are managed separately at each branch. This prevents a consolidated view across the 8 branches, so management cannot compare performance or act quickly on shared issues. The business cost is slower decisions and inconsistent execution.

2

FINDING 02

Manual Stock Counts

Stock is counted weekly in Excel, which creates a lag between actual ingredient use and reported inventory. Errors and delays make it hard to prevent stockouts or excess waste. The business cost is unreliable stock visibility and avoidable ingredient loss.

3

FINDING 03

Rising Food Cost

Food cost keeps creeping up, but branch-level and Excel-based records make the cause hard to trace. Without timely cost checks, margin erosion continues unnoticed. The business cost is lower profitability across all 8 branches.

4

FINDING 04

Isolated Promotions

Promotions are managed separately at each branch, with no cross-branch menu analytics to guide them. This leads to repeated or ineffective offers and missed opportunities from best-selling items. The business cost is weaker campaign returns and wasted marketing effort.



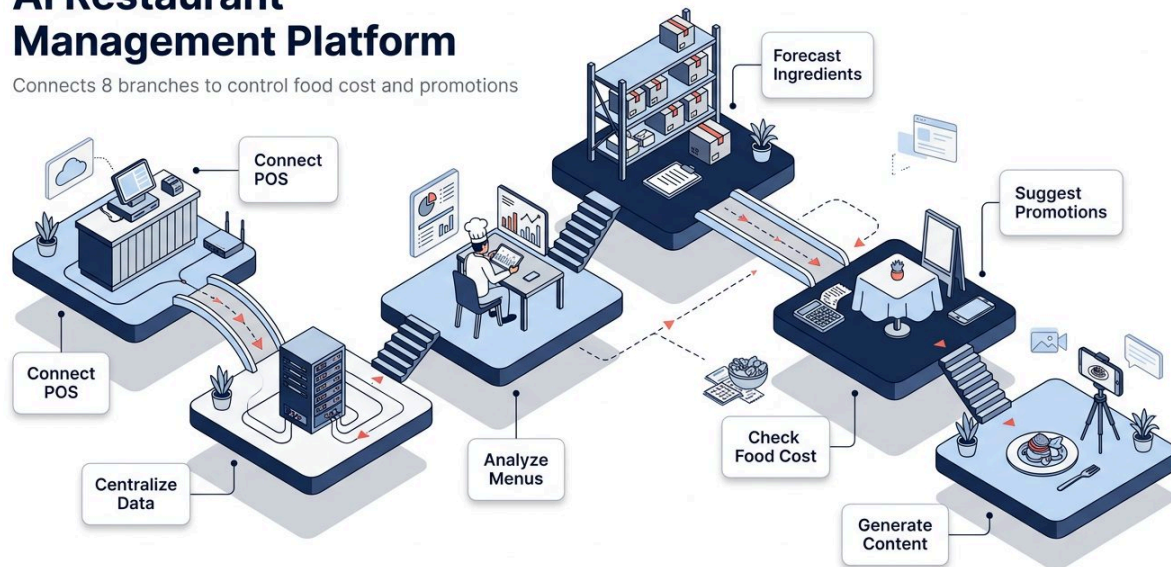
Solution Architecture

AI Restaurant Management Platform

DETAIL A – HOW THE SYSTEM WORKS

AI Restaurant Management Platform

Connects 8 branches to control food cost and promotions

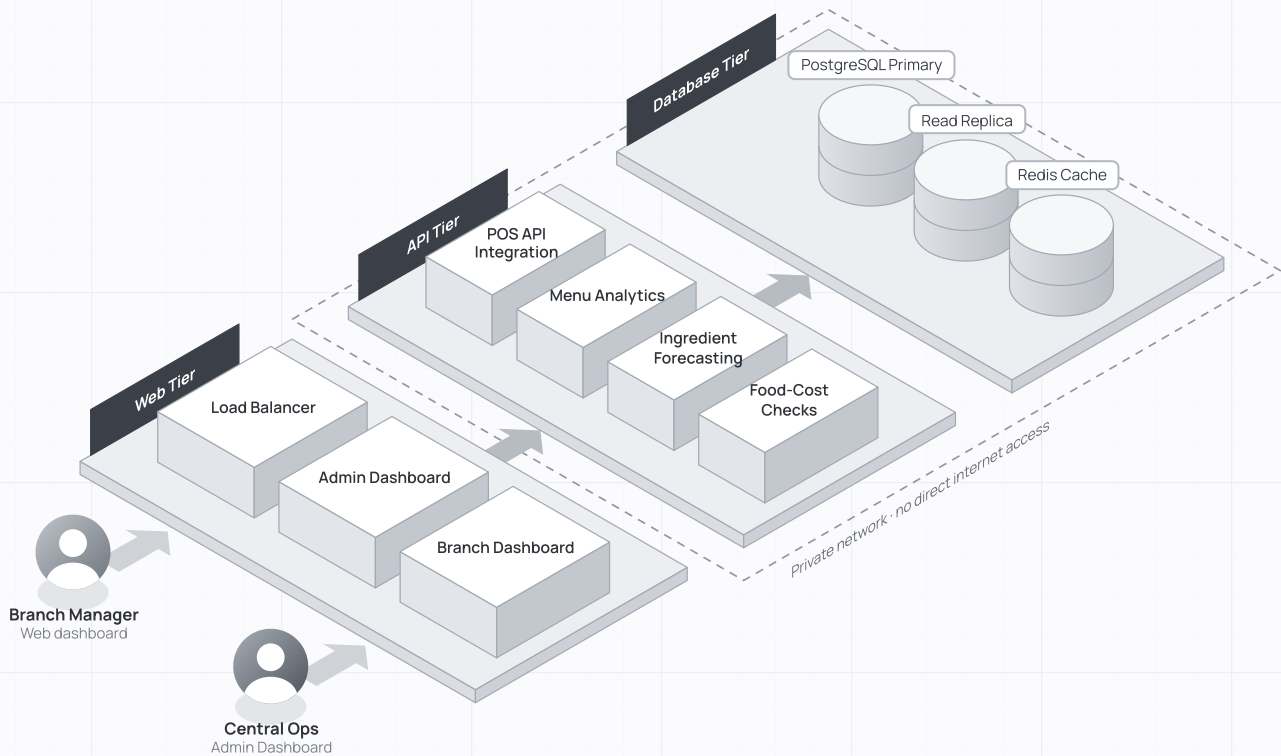


AI Restaurant Management Platform – Connects 8 branches to control food cost and promotions.



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



Branch Manager

Web dashboard

Monitors food cost and menu performance per branch.



Central Ops

Admin Dashboard

Consolidates data across branches and manages promotions.

Traffic estimate

Daily volume

~830 bills/day

Peak load

**~1 req/s,
lunch/dinner rush**

Concurrent users

~30 users

Capacity plan

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

830 bills/day × 20% peak hour × 20 API calls/bill ≈ 1 req/s; 2 app servers + DB primary/replica sustain > 3× that.

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	POS API Integration	Pulls orders, menu and sales data from the existing cloud POS.
2	Central Data Layer	Consolidates branch-level orders, stock and food-cost data.
3	Menu Analytics	Compares menu performance across all 8 branches.
4	Ingredient Forecasting	Predicts ingredient needs from sales and stock data.
5	Food-Cost Checks	Monitors food cost and flags creeping margin issues.
6	Promotion & Content Engine	Suggests promotions and generates social content from the menu.

INCLUDED

- ☒ POS API integration
- ☒ Cross-branch menu analytics
- ☒ Ingredient forecasting
- ☒ Food-cost monitoring
- ☒ Promotion suggestions
- ☒ Social content generation from menu

NOT INCLUDED IN THIS SCOPE

- ☐ POS hardware procurement
- ☐ Social media advertising spend
- ☐ Ongoing social media publishing and community management
- ☐ Server and cloud hosting costs

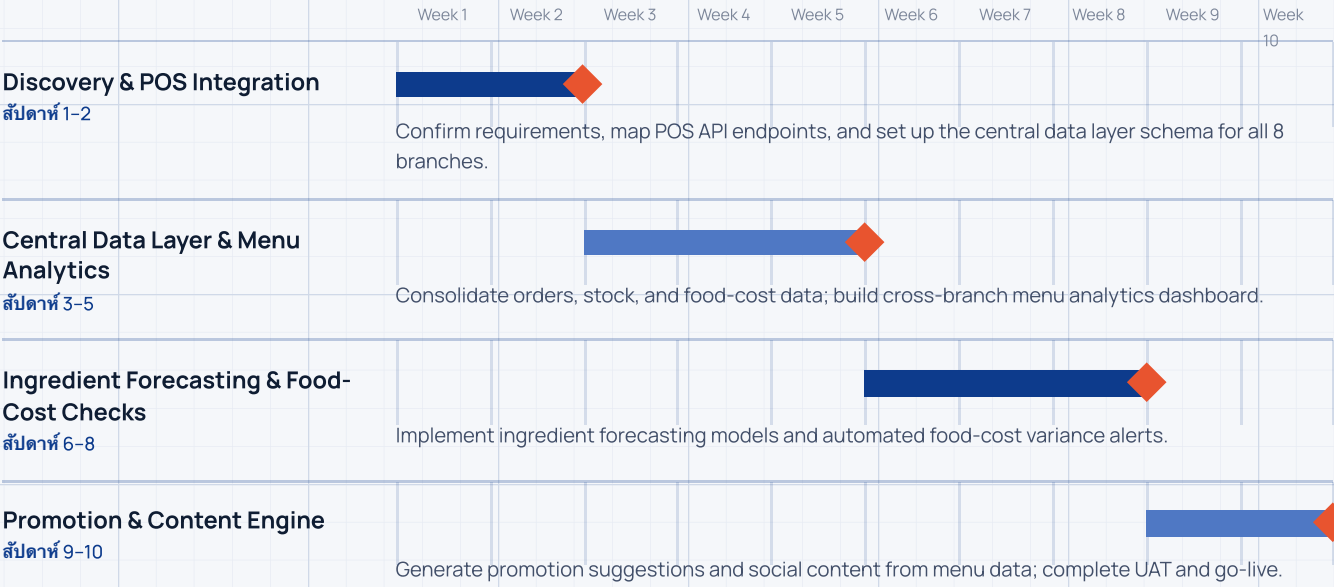
RISKS & MITIGATION

POS API rate limits or data gaps could delay integration.	Early technical spike and fallback batch export process.
Branch data quality varies, affecting analytics accuracy.	Validation layer and weekly reconciliation with branch teams.
Forecasting accuracy depends on clean historical data.	Start with baseline models and refine with client feedback.



Delivery Plan

Overall timeline	Delivery phases	System components	Deliverables
10 weeks	4	6	6



Estimated Investment

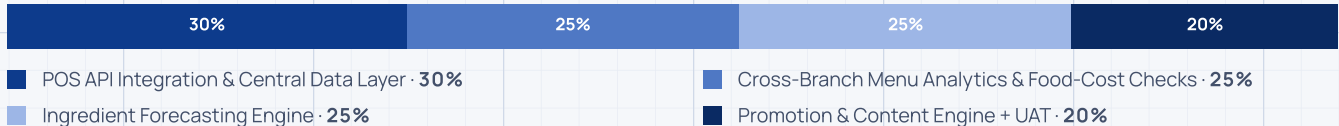
ESTIMATED TOTAL

฿400,000–600,000

Overall timeline

10 weeks

BUDGET BREAKDOWN

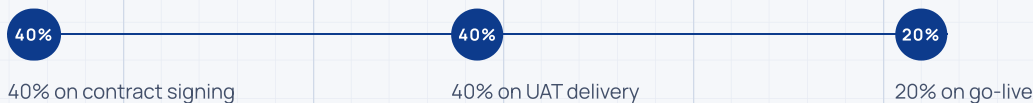


ITEM	PRICE RANGE (THB)	DURATION
POS API Integration & Central Data Layer Connect cloud POS API, consolidate orders, stock, and food-cost data from 8 branches.	฿120,000–180,000	3 สัปดาห์
Cross-Branch Menu Analytics & Food-Cost Checks Dashboard for menu performance, food-cost variance, and cost-control alerts.	฿100,000–150,000	3 สัปดาห์
Ingredient Forecasting Engine Forecast ingredient demand and suggest order quantities to reduce waste.	฿100,000–150,000	3 สัปดาห์
Promotion & Content Engine + UAT Promotion suggestions and social content from menu; UAT and go-live support.	฿80,000–120,000	2 สัปดาห์

Estimated total

฿400,000–600,000 10 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- POS API provides read access to orders, stock, and menu data.
- Branch stock counts are available weekly in a consistent format.
- Client provides a subject matter expert for menu and promotion rules.
- At least 6 months of historical data is available for forecasting.

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. Schedule a scoping session with the engineering team to confirm requirements and data access.
2. Provide sample POS API documentation and 3 months of anonymized data for validation.
3. Review and sign the proposal to lock the timeline and quote.



CEO & Solution Provider

pheerakarn@dnamaker.com

+66 81 831 5679

LINE @dnamaker · www.dnamaker.com

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