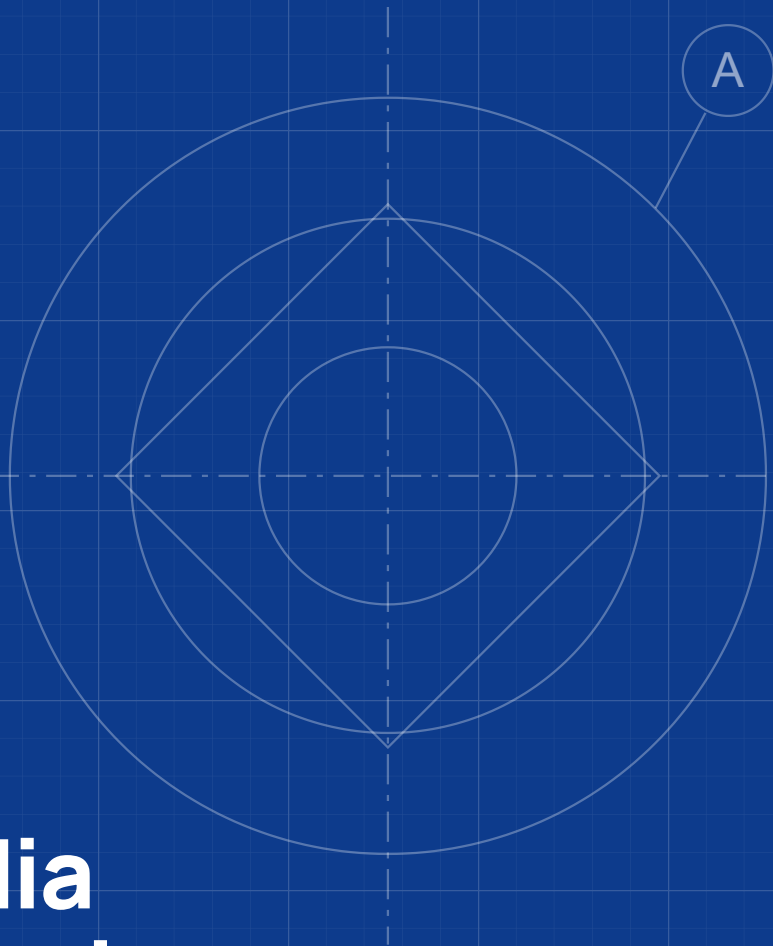


SOLUTION PROPOSAL

SOLUTION PROPOSAL & QUOTATION

26 SEPTEMBER 2026



AI Social Media Command Center

A social media team managing 5 restaurant brands across Facebook, Instagram, TikTok, YouTube and LINE, with 8 people handling around 200 posts and 3,000 comments a month.

SAMPLE PROPOSAL



PROJECT

AI Social Media Command Center

DRAWN BY

DNA Maker AI Engineer

CHECKED BY

DNA Maker engineering team

DATE

26 September 2026

SHEET

01 / 09

REV.

A

Executive Summary

The team manages 5 restaurant brands across five channels, but content, comments and approvals are scattered across apps, so comments and approvals get lost. We will build an AI social media command center: one dashboard, a shared content calendar, an approval workflow, AI rewriting for each platform, comment summaries with sentiment, and boost recommendations. This gives the 8-person team a single place to plan, approve and publish around 200 posts a month while tracking 3,000 comments. The outcome is faster approvals, fewer missed comments, and clearer decisions on which posts to boost.

SPECIFICATIONS

CLIENT

A social media team managing 5 restaurant brands across Facebook, Instagram, TikTok, YouTube and LINE, with 8 people handling around 200 posts and 3,000 comments a month.

PROJECT

AI Social Media Command Center

OVERALL TIMELINE

5 weeks

DELIVERY PHASES · SYSTEM COMPONENTS

4 · 6

5

restaurant brands

200

posts per month

3,000

comments per month

OUR DIRECTION

The command center unifies all five channels into one dashboard and shared content calendar. Posts move through an approval workflow, then AI rewrites them for each platform. Comment summaries with sentiment and boost recommendations help the 8-person team prioritize replies and paid promotion.



Problem Analysis

We found four distinct problems in the current social media operation.

1

FINDING 01

Fragmented Channels

Content, comments and approvals are spread across Facebook, Instagram, TikTok, YouTube and LINE. With 5 brands and 8 people, the team loses track of what is published, what needs a reply, and what is waiting for approval. This creates missed comments, inconsistent responses, and wasted time switching between apps.

2

FINDING 02

LINE Approval Bottlenecks

Managers approve posts inside LINE groups, where approval messages compete with everyday chat. Around 200 posts a month can sit unseen or be approved without clear status. Publishing slows down, and the team cannot easily see what is pending, approved, or rejected.

3

FINDING 03

Comment Overload

The team handles around 3,000 comments a month across five channels. Without a unified view or sentiment summary, important customer questions, complaints, and positive feedback are easy to miss. This risks slow responses and lost opportunities to engage restaurant customers.

4

FINDING 04

No Boost Guidance

The client wants to know which posts to boost, but there is no consolidated performance view. Without clear signals, ad budget may go to weak posts while high-performing content is left unpromoted. This reduces reach and return on paid social spend.



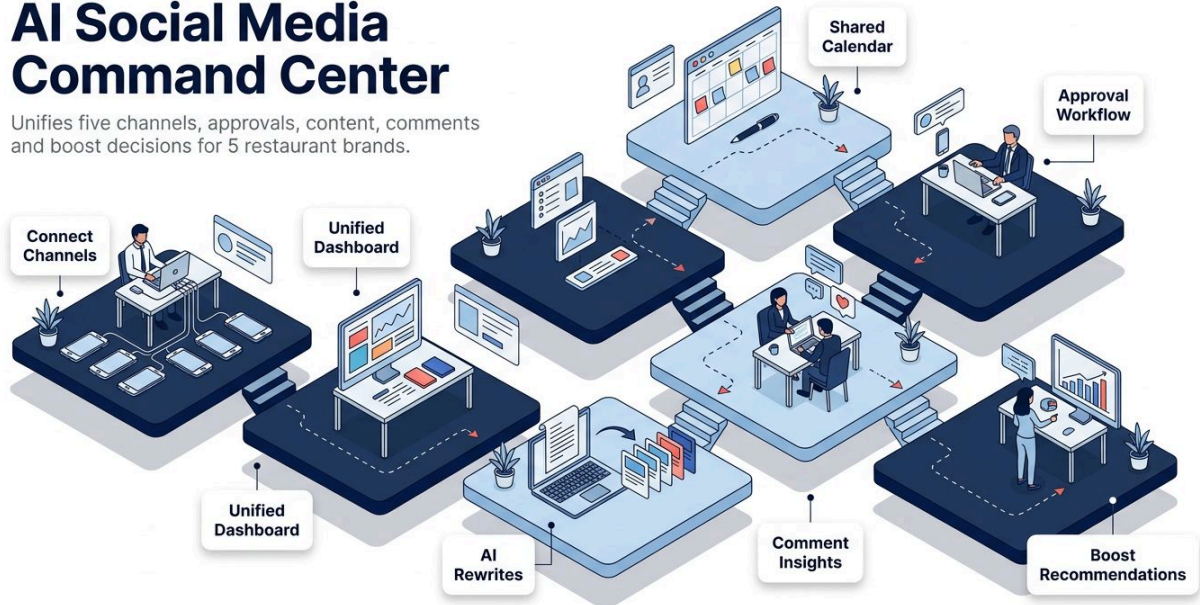
Solution Architecture

AI Social Media Command Center

DETAIL A – HOW THE SYSTEM WORKS

AI Social Media Command Center

Unifies five channels, approvals, content, comments and boost decisions for 5 restaurant brands.

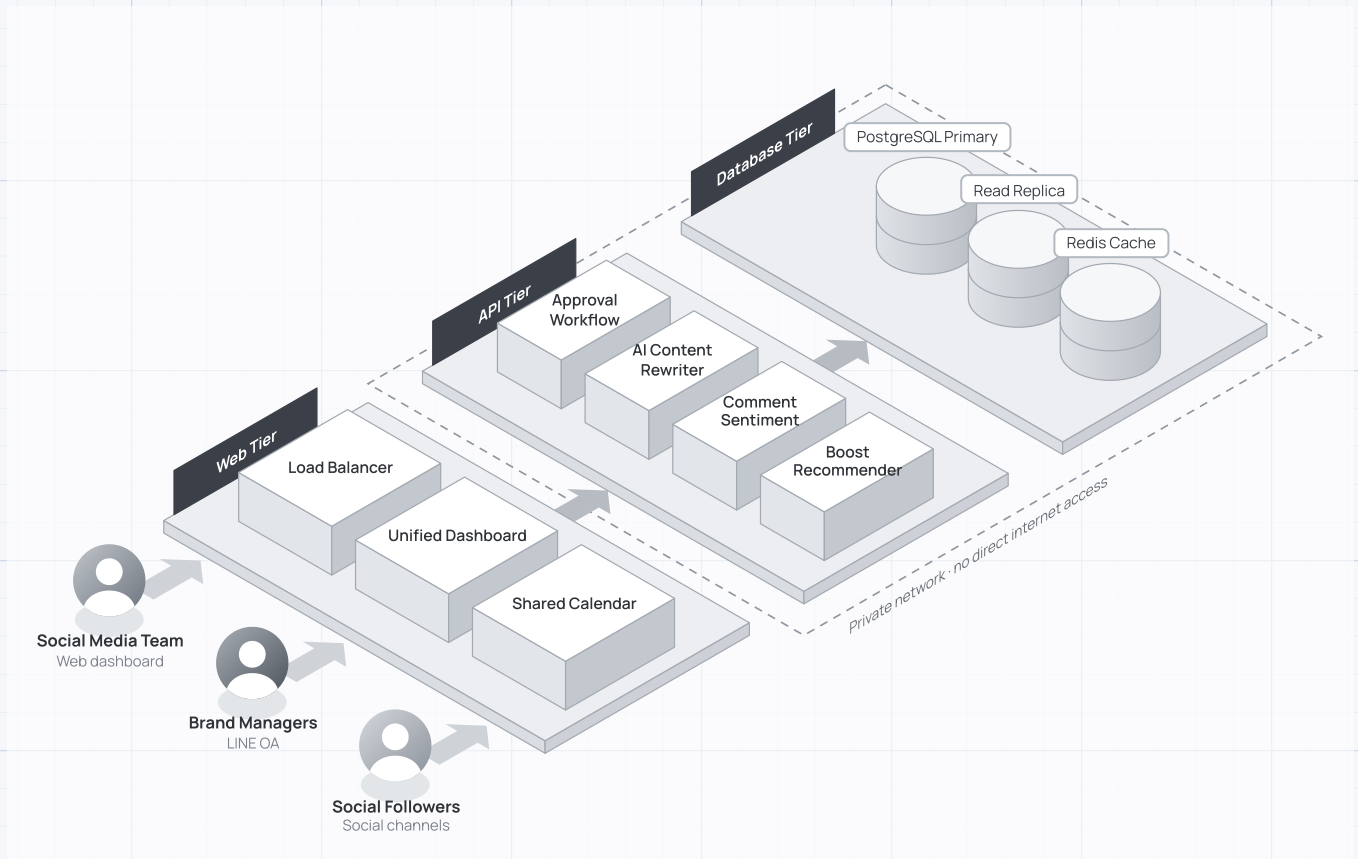


AI Social Media Command Center – Unifies five channels, approvals, content, comments and boost decisions for 5 restaurant brands.



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



Social Media Team

Web dashboard

Creates, schedules, and replies to posts and comments.



Brand Managers

LINE OA

Review and approve scheduled posts.



Social Followers

Social channels

Comment and engage on brand posts.

Traffic estimate

Daily volume

~7 posts, ~100 comments/day

Peak load

~0.03 req/s, meal-time peaks

Concurrent users

~8 users

Capacity plan

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

~107 items/day × 20% peak-hour share × 5 API calls/item ≈ 0.03 req/s; launch 2 app servers sustain >0.1 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	Unified Dashboard	Brings Facebook, Instagram, TikTok, YouTube and LINE activity into one view.
2	Shared Content Calendar	Lets the team plan and see posts for all 5 restaurant brands in one schedule.
3	Approval Workflow	Moves posts from draft to manager approval with clear status instead of LINE group chat.
4	AI Content Rewriter	Adapts each post's copy for the format and tone of each platform.
5	Comment Sentiment Summaries	Summarizes comments and highlights sentiment so the team can spot issues and opportunities.
6	Boost Recommendation Engine	Suggests which posts are worth boosting based on consolidated performance signals.

INCLUDED

- ☒ One dashboard for Facebook, Instagram, TikTok, YouTube and LINE
- ☒ Shared content calendar for all 5 restaurant brands
- ☒ Approval workflow for managers
- ☒ AI content rewriting for each platform
- ☒ Comment summaries with sentiment
- ☒ Boost recommendations

NOT INCLUDED IN THIS SCOPE

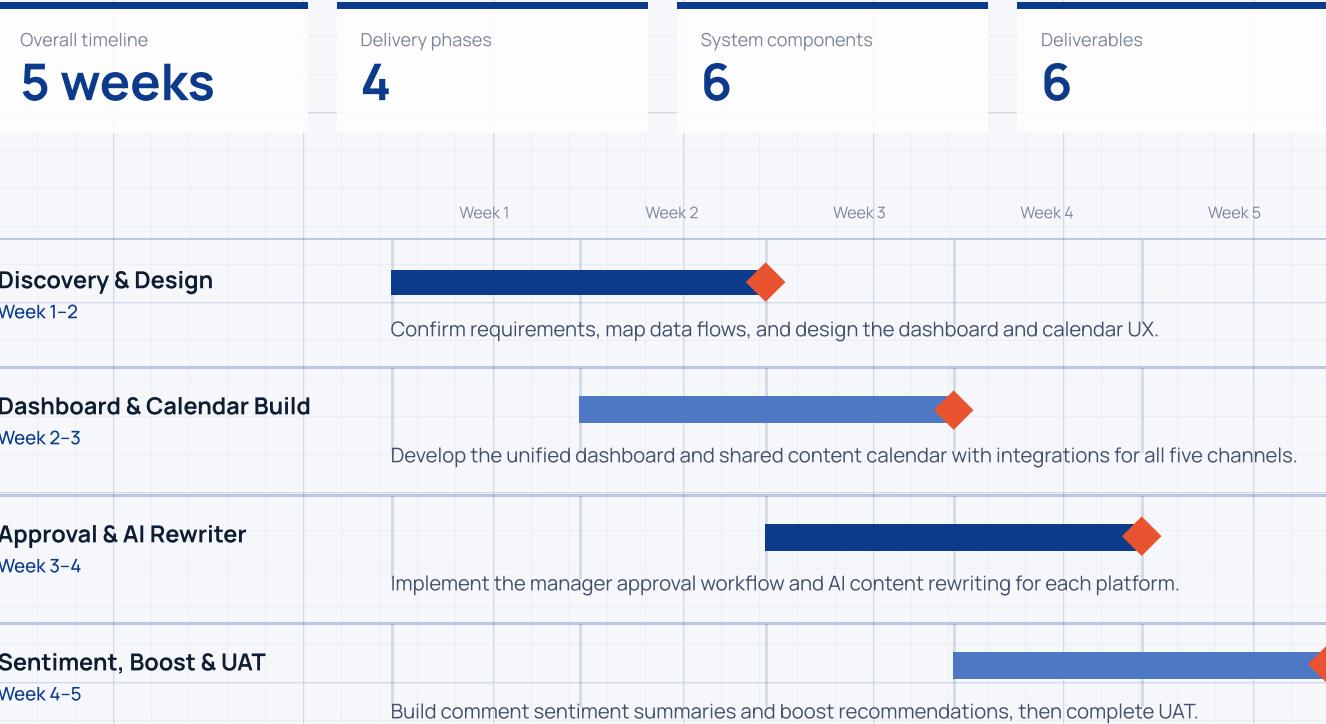
- ☐ Social media ad spend
- ☐ Content creation, photography and video production
- ☐ Third-party platform subscription or API fees
- ☐ Server and cloud hosting costs

RISKS & MITIGATION

Platform API rate limits or policy changes may delay integrations.	Build with an abstraction layer and monitor API changes; fallback to manual export.
Manager adoption of the approval workflow may be slow.	Include training and a simple LINE-based approval interface.
AI content rewriting may require tuning for brand voice.	Human-in-the-loop review and iterative fine-tuning during UAT.



Delivery Plan



Estimated Investment

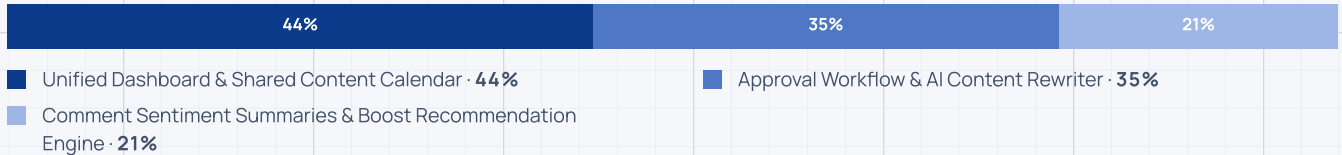
ESTIMATED TOTAL

฿90,000–250,000

Overall timeline

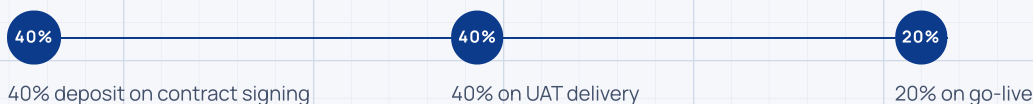
5 weeks

BUDGET BREAKDOWN



ITEM	PRICE RANGE (THB)	DURATION
Unified Dashboard & Shared Content Calendar One dashboard for all five channels with a shared calendar for five brands.	฿40,000–110,000	3 weeks
Approval Workflow & AI Content Rewriter Manager approval flow and AI rewriting for each platform.	฿30,000–90,000	3 weeks
Comment Sentiment Summaries & Boost Recommendation Engine Sentiment summaries and boost recommendations for prioritization.	฿20,000–50,000	2 weeks
Estimated total	฿90,000–250,000	5 weeks

PAYMENT TERMS



ESTIMATE ASSUMPTIONS

- Client provides timely access to Facebook, Instagram, TikTok, YouTube, and LINE APIs and accounts.
- Client provides brand guidelines, content examples, and approval hierarchy.
- Client team is available for weekly reviews and UAT within the project timeline.
- Monthly volume remains around 200 posts and 3,000 comments; significant increases may affect scope.

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 the engineering team to confirm requirements and data access.
2. Provide access to social accounts, brand assets, and sample content.
3. Review and sign the proposal to initiate Phase 1.

Built to go live. Built to last.

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