**Web Development Brief: DAC website & client webshop platform**

**1. Project overview**

This project involves creating two interconnected but distinct web platforms:

1. **DAC Website** – The corporate presence for *Distribution Assistance Corporation*, facilitating trade between Kenyan exporters and the European market.
2. **Client Website Templates** – Branded websites for Kenyan exporters, each featuring multilingual support and integrated e-commerce.

**2. DAC website requirements**

**2.1 Site identity**

* **Name**: Distribution Assistance Corporation (DAC)
* **Slogan**: *Transparent trade. Tailored for growth.*
* **Languages**: English only

**2.2 Page Structure & Features**

**Homepage / About Section**

Content to be displayed: (feel free to word it differently)

Expanding into the European market is a significant opportunity for non-EU businesses seeking stable growth, global recognition, and access to one of the world’s most developed consumer environments.

However, entering Europe - comprising both EU member states and non-EU countries - comes with unique challenges, legal frameworks, and operational requirements. Our services are designed to navigate these nuances with ease and precision.

We offer a structured and modular entry solution to the EU and broader European markets. This is delivered in three steps:

1. **Digital Integration**
2. **Warehousing**
3. **Logistics**

**Our platform ensures**:

* Transparent pricing and modular services
* Seamless integration with Amazon, eBay, and WooCommerce **(or the webshop you build)**
* Strategic warehousing locations within the EU (Hamburg and Padborg)
* Optional end-to-end logistics from the origin country

**Customisation & additional Services**

* Localised customer service management
* Market entry consulting and compliance support
* EU-based marketing campaigns tailored to your product category

**Client account structure**

* All revenue from EU sales credited to a dedicated EUR account
* EUR 500 deposit required at onboarding
* Transparent monthly statements
* Payouts processed monthly or when a threshold is met

**Our step-by-step process**

* **Step 1 (Core Integration)**: Setup of web presence and marketplace listings
* **Step 2 (EU Warehousing)**: Storage and fulfilment via Hamburg or Padborg
* **Step 3 (Full Logistics)**: Shipment from Kenya to EU, including customs and compliance

**Our commitment**

* Transparent pricing
* Scalable services
* Professional support
* Deep understanding of EU compliance

Let us handle the complexity, while you focus on growing your brand. We look forward to working with you.

**“Apply” Section**

* Introductory text
* Secure upload form for:
  + Export license
  + Sector-specific certifications
  + Business registration documents
* Placeholder for **future screening fee payment**
  + **Question**: Can **M-Pesa** be offered as a payment option alongside credit card?

**AI Chatbot**

* **Language**: English
* **Functionality**:
  + Guide applicants through the process
  + Answer FAQs about DAC’s services
  + Connect users to contact support

**Admin/Backoffice**

* Admin dashboard for DAC staff:
  + Manage application documents
  + Receive **email notifications** upon new submissions

**Other Technical Requirements**

* Fully mobile responsive
* Secure (SSL, encrypted uploads)
* SEO-optimized
* Integrated analytics (Google Analytics or equivalent)

**3. Client Website Template Requirements**

**3.1 General Info**

* Flat website structure
* Language Support: **English, French, German**
* Each client receives a custom-branded version of this template

**3.2 Page Types**

* **About Page**: Business overview
* **Image/Product Gallery**
* **Legal Documents**: Download links (export requirements provided by DAC legal team)
* **Contact Page**: Form + social media links
* **Webshop Page**: Product catalog and checkout

**3.3 Webshop Integration**

* **Order Flow**:
  1. Customer places order
  2. Order pushed to **e-conomic** (accounting)
  3. **e-conomic** syncs with European automated to logistics/distribution network
* **Admin Tool or App**:
  1. Clients upload product info (title, description, price, image)
  2. **Question**: Can product uploads with your webshop **sync directly with e-conomic**, or must it be handled manually?

**3.4 AI Chatbot**

* **Languages**: English, French, German
* **Functionality**:
  + Answer FAQs (products, shipping, documents)
  + Provide legal/compliance links
  + Redirect to contact or support where needed

**4. Shared Requirements**

* Domains purchased by HQ; access credentials provided
* SSL certificates and DNS setup included
* Daily backups required
* Access roles:
  + DAC: full admin for corporate site
  + Clients: limited editor/admin access (based on required functionality)
* Fully responsive design
* Google Analytics or similar on all sites
* Basic CRM or export of contact form submissions

**5. Open Questions**

1. Can we enable **M-Pesa** payments alongside credit cards for DAC application fees?
2. Can client product uploads **connect directly to e-conomic**, or do we need a manual import process?
3. What's the best approach for **multilingual support** (EN, FR, DE) on client sites?
4. Which **AI chatbot solution** do you recommend that supports multilingual workflows and FAQ integration?

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