

# PROPOSAL

## Website Ramadhan Reservation – Ayam Gepuk Pak Antok

**Prepared for:** Ayam Gepuk Pak Antok  
**Prepared by:** MarkeThink Digital Sdn Bhd  
**Project:** Ramadhan Reservation Website (5 Outlets)

### 1.0 Project Overview

This proposal outlines the development of a Ramadhan Reservation Website for Ayam Gepuk Pak Antok, designed to streamline customer reservations across 5 outlets during Ramadhan. The system will enable customers to place orders through three fulfillment options: Dine-in Booking (with table selection), Takeaway (with time slot selection), and Delivery (with address input). All transactions will be processed via integrated payment gateway with automated email reminders.

### 2.0 Objectives

- Simplify reservation process for customers with multiple fulfillment options
- Reduce manual handling and WhatsApp overload
- Improve outlet coordination and order accuracy
- Reduce no-show risk with payment-secured reservations
- Enable real-time sales tracking and monitoring per outlet
- Enhance brand professionalism and customer experience

### 3.0 System Features

#### 3.1 General Features

- Responsive website (mobile & desktop compatible)
- Outlet selection (5 outlets)
- Same-day booking only (no advance booking)
- Booking open and close
- Online payment integration (ToyyibPay)
- Auto confirmation after successful payment
- Email reminder sent 1 hour before reservation/pickup time
- SST 6%

#### 3.2 Dine-in Booking

- Table selection based on outlet availability
- Customer details form (Name, Email, Phone Number)
- Real-time table availability display

#### 3.3 Takeaway

- Time slot selection (e.g., 4:00 PM, 4:30 PM, etc.)
- Order limit per time slot (configurable by admin)

- Customer details form (Name, Email, Phone Number)
- Real-time slot availability display

### **3.4 Delivery**

- Customer details form (Name, Email, Phone Number & Delivery Address)
- Delivery fee charged to customer (fee set by client)
- Rider arrangement handled manually by each outlet

### **3.5 Admin Panel**

- Master Admin access (full control across all outlets)
- Outlet Admin access (per outlet management)
- Real-time sales tracking per outlet
- Order monitoring and management
- Table/time slot configuration

## **4.0 Reservation Flow**

1. Customer visits reservation website (e.g. 10:00 AM – 3:00 PM)
2. Selects preferred outlet (5 outlets)
3. Chooses fulfillment option: Dine-in / Takeaway / Delivery
4. For Dine-in: Selects table
5. For Takeaway: Selects available time slot
6. For Delivery: Enters delivery address
7. Enters customer details (Name, Email, Phone Number)
8. Proceeds to payment gateway
9. Receives confirmation after successful payment
10. Receives email reminder 1 hour before reservation/pickup

## **5.0 Project Timeline**

Estimated completion: **3 days before Ramadhan**

## **6.0 Payment Terms**

- 30% deposit upon project confirmation
- 70% balance upon project completion before go-live

## **7.0 Client Requirements**

The following information/materials are required from client:

- Outlet details (name, address, contact number for each outlet)
- Table configuration per outlet (table numbers and pax capacity)
- Time slots and order limits for Takeaway
- Delivery fee per outlet/area
- Time to open and close order

## 8.0 Conclusion

This proposal provides a comprehensive Ramadhan Reservation System tailored to Ayam Gepuk Pak Antok's operational needs. The system offers a fully automated and secure reservation experience with multiple fulfillment options (Dine-in, Takeaway, Delivery), integrated payment gateway, email reminders, and a complete admin panel for sales tracking and monitoring.

We look forward to collaborating and delivering a smooth Ramadhan reservation experience for your customers.

**MarkeThink Digital Sdn Bhd**

*Thank you for your trust in us.*