
Project Presentation: Penuel Unified Portal Deployment

Prepared for: Management, Penuel Holdings

Objective: Deployment of the "Empire" Digital Ecosystem (Plaza & Stopover)

Timeline: 6 Weeks (Feb 2nd – March 16th)

1. The Financial Framework

The project is structured into three clear financial milestones. This ensures that infrastructure is secured immediately and final payment is tied to successful delivery.

- **Milestone 1 (Kickoff): 21,000 KES**
 - Purpose: Deployment of the "Central Hub" (High-Performance VPS), Domain (.co.ke) registration, and SSL Security setup.
 - **Milestone 2 (Development): 20,000 KES**
 - Purpose: Completion of Internal Dashboards (Staff & Holding Co) and Revenue Tracking Ledger.
 - **Milestone 3 (Go-Live): 54,000 KES**
 - Purpose: Activation of M-Pesa/Airtel gateways, AI Customer Assistant, and final handover.
 - **Total Investment: 95,000 KES**
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2. The 6-Week Implementation Roadmap

We are utilizing a "Hub-and-Spoke" model to ensure both properties are managed from one central system.

Phase	Focus	Deliverable
Weeks 1-3	The Interface	Build the "Empire" portal with a Business Switcher to toggle between Plaza (Gold/Navy) and Stopover (Green/Amber) themes.

Weeks 4-5	The Logic Hub	Integration of M-Pesa Daraja and Airtel Money APIs. Setup of the "Human-in-the-Loop" staff verification system.
Week 6	The Launch	AI Assistant training, final security testing, and "Go-Live" on the official domain.

3. Data Acquisition Strategy

To maintain momentum, data will be collected in three synchronized waves. This prevents operational delays.

Phase 1: Visual Identity (Weeks 1-3)

- **Logos & Branding:** High-res transparent logos for Plaza and Stopover.
- **Professional Photography:** Rooms, conference halls, car wash bays, and supermarket interiors.
- **Service Menu:** Current room rates, car wash packages, and restaurant menu items.

Phase 2: Operational Integration (Weeks 4-5)

- **Payment Credentials:** M-Pesa Till/Paybill numbers and Airtel Merchant IDs.
- **Staff Profiles:** Designated managers who will receive and "Accept" digital orders.
- **Hosting Access:** Credentials for the Hostinger/HostPinnacle accounts.

Phase 3: Final Verification (Week 6)

- **Price Audit:** Final confirmation of all service pricing before the "Live" switch.
- **Legal Info:** Official contact details and simple booking/refund policies.

4. Strategic Business Value

- **Consolidated Revenue:** One dashboard to see total income from the Hotel, Car Wash, and Supermarket.
 - **Reduced Friction:** Automated STK Pushes (M-Pesa/Airtel) for 90% of the Kenyan market.
 - **Scalability:** The architecture allows for a third branch to be added in the future at a significantly lower cost.
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Next Steps for Management:

1. Review and approve the **Milestone 1 (Deposit)** for Feb 2nd.
 2. Designate a "Point of Contact" for the Phase 1 Visuals/Photography.
 3. Confirm the preferred .co.ke domain name.
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