As I am unsure what capabilities AJAX has at this point in the semester, my proposals are:
1)Email newsletter application (along with a contact form page) which would update customer on sales or new products.
2)An automatic scrolling feature built into their gallery/portfolio page. Which would allow the page to load quickly while still presenting a large amount of images. Specifically, when the page is scrolled to about 90%, the page would load 3-4 more lines of images (in two column for desktop,) along with any related text with those images.

After further consideration the newsletter thing is a bad idea, because their clients wouldn't need frequent updates on their products (especially if they're buying custom orders.)
I'm at a loss for what I can potentially do for a second choice.
Additionally, the client's lack of a database limits my choices to only AJAX.