



Proposal for Liquid Lighting (Pty) Ltd

# A unified digital ecosystem to power retail growth, professional specification, and operational excellence

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This proposal outlines a phased, practical approach to building that platform. It starts with a Shopify-based retail launch to unlock new revenue quickly. It then expands into a professional portal, specification tools, and customer experience automation. Over time, it evolves into an industry-leading ecosystem that combines commerce, education, data, and immersive technology.

# Strategy & Delivery Depth

Deliver exceptional marketing solutions at the speed of technology. Regain audience engagement through a visual-first strategy, standing out in a cluttered attention economy.

- Commerce strategy & experience design
- Content operations & catalogues
- Custom development & systems integration
- CRM, marketing automation & WhatsApp commerce
- Data, analytics & growth optimisation
- Managed security & infrastructure operations

## POWERED BY DSG

Digital Solutions Group is an African technology and services collective with 25+ years of delivery across retail, telco, fintech, insurance, and public sectors.

We design, operate, and optimise mission-critical platforms, supporting millions of monthly customer interactions through blended teams spanning strategy, technology, CX, and performance.

The DSG advantage: Liquid Lighting benefits from specialist expertise where it matters while Broadbrand remains your single accountable lead.

## OUR CLIENTS



## STRATEGY

We propose a phased digital ecosystem built on Shopify and supported by a custom integration and CRM layer.

Liquid Lighting operates at the intersection of technical specification, design credibility, and trust.

This approach supports complex products, mixed customer types, and professional decision-making without forcing everything into a retail-only model.

It allows retail growth without compromising the needs of architects, designers, and contractors, while positioning Liquid Lighting as a long-term industry authority.

### Lead Partner



Programme leadership, commerce experience design, and launch delivery.

Programme office  
Experience strategy  
Digital storefront build

### CX & CRM



Retention strategy, CRM configuration, and WhatsApp automation specialists.

Klaviyo & HubSpot builds  
WhatsApp commerce flows  
Lifecycle analytics

### Engineering



Custom development, middleware integration, and product information governance.

Systems integration  
PIM/data models  
Automation tooling

### Security



Optional managed security services for compliance, monitoring, and incident response.

Cyber posture reviews  
Security operations  
Risk management

### Contact Centre



Omnichannel contact centre solutions that integrate voice, chat, and automation for seamless support workflows.

Unified agent desktop  
Automation & AI handoff  
Real-time performance analytics

## CORE OFFERINGS

# Core Offerings

## SHOPIFY E-COMMERCE PLATFORM

PHASE 1

Launch a reliable, scalable retail channel that creates a new revenue stream and sets the foundation for future growth.

We design and build a Shopify-based e-commerce store that showcases Liquid Lighting's products clearly and professionally. Customers can browse products, view specifications, request quotes, and purchase online.

The platform is structured to support complex variants, finishes, and technical attributes, while remaining fast, stable, and easy to manage.

## WHO IS RESPONSIBLE

**Broadbrand** leads the build and UX.  
**Digitalise** supports custom elements.  
**Liquid Lighting** provides product data.

## PERFORMANCE &amp; SALES DASHBOARD

PHASE 1

Give Liquid Lighting clear, real-time visibility into sales, marketing, and operational performance.

We build a live Looker Studio dashboard that brings together e-commerce, marketing, CRM, and quote data into one reporting layer.

This gives leadership instant visibility into revenue, conversion rates, quote-to-sale performance, product trends, and channel effectiveness.

## WHO IS RESPONSIBLE

**Broadbrand** owns analytics.  
**Digitalise** supports data connections.

 Looker Studio, GA4, Google Ads, Meta, Shopify API

## CONTENT &amp; EDUCATION HUB

PHASE 1

Position Liquid Lighting as the industry authority, not just a supplier.

We build a structured content hub including data sheets, lighting guides, tutorials, CPD-ready content, and educational articles.

Content is organised by audience and topic, supporting SEO, professional learning, and sales conversations over time.

## WHO IS RESPONSIBLE

**Broadbrand** owns content strategy and SEO.  
**Liquid Lighting** provides technical content.



## CRM &amp; CUSTOMER SERVICE

PHASE 1

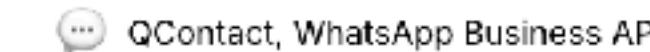
Centralise customer communication and automate support across channels.

We implement QContact to manage customer interactions across WhatsApp, email, and web chat, creating a single view of the customer.

Common queries are handled automatically, while complex issues are routed to the right team with full context.

## WHO IS RESPONSIBLE

**CXG** leads implementation and training.



February 2026 • Week 1-2

## Project Kickoff & Discovery

Stakeholder workshops, requirements validation, technical discovery, and design brief.

February 2026 • Week 2-4

## Design & UX

Wireframes, visual design, design review and approval.

March 2026 • Week 1-4

## Development

Theme development, store configuration, product upload, integrations.

April 2026 • Week 1-2

## Testing & QA

Functional testing, UAT, payment testing, performance testing.

Delivery depends on timely access to product data, existing systems, and decision-making at key milestones. Liquid Lighting's collaboration in providing content, pricing logic, and validation is critical to maintaining delivery momentum.

May 2026

## Soft Launch & Go-Live

Limited release followed by full public launch.

These dependencies are managed through phased delivery, early validation, and regular checkpoints. Where assumptions change, scope and timelines are reviewed collaboratively before proceeding.

# Technology Stack & Integration Architecture

Detailed integration specifications will be developed during a technical discovery phase. This includes API documentation review, authentication methods, data mapping, and testing environments for your accounting and inventory systems.

[Technology Stack](#)
[Integration Architecture](#)

Component	Technology	Rationale
E-Commerce Platform	Shopify / Shopify Plus	Industry-leading SaaS platform, scalable, reliable, extensive app ecosystem
CRM/CX Platform	QContact	Omnichannel capability, WhatsApp native, SA-based support
Integration Layer	Node.js / Python APIs	Flexible, performant, well-supported
Custom Web Applications	React / Next.js	Modern, fast, excellent UX
Mobile App	React Native	Cross-platform iOS/Android, shared codebase, offline-first capability
Database	PostgreSQL / MongoDB	Robust, scalable, cost-effective
Hosting (Custom)	AWS / Google Cloud	Enterprise-grade, South African regions available
Email Marketing	Klaviyo	Best-in-class Shopify integration, advanced automation
Analytics	Google Analytics 4 + Custom Dashboard	Comprehensive tracking, business intelligence

# Commercial Proposal

The commercials outlined here detailed delivery paybacks...

PHASE 1

## Implementation

Core Platform Build

R 296,000 (excl)

PHASE 1 INCLUDES:

- Shopify Workshop ✓
- Visual Design ✓
- Frontend Build ✓
- Backend Setup ✓
- Data Migration ✓
- Testing & QA ✓
- Project Management ✓
- Training & Handover ✓

DEV & INTEGRATION COSTS

PHASE 2

## Portal Enhancement

B2B & Advanced Features

R 128,000 (excl)

PHASE 2 INCLUDES:

- Customer Portal Setup ✓
- Portal Management ✓
- B2B Checkout ✓
- Returns Portal ✓

DEV & INTEGRATION COSTS

PHASE 3

## Loyalty & Engagement

Retention & Growth

R 93,000 (excl)

PHASE 3 INCLUDES:

- Loyalty Program Strategy ✓
- Loyalty Implementation ✓
- Email Marketing Setup ✓

DEV & INTEGRATION COSTS

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Approval of this proposal confirms scope, delivery approach, and commercial structure.

Upon acceptance, the project moves immediately into kickoff and discovery, with Phase 1 delivery commencing as scheduled.

This approach allows Liquid Lighting to begin unlocking retail value while building toward long-term digital leadership.



#### REFERENCE

BB-LL-ECOMM-2024-001

#### VALIDITY

Valid until 28 Feb 2025

#### CONFIDENTIAL

This document is confidential and intended solely for  
Liquid Lighting (Pty) Ltd