

PROPOSAL FOR CUSTOM CAR MANAGEMENT

Prepared for : Genki Motors

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INTRODUCTION

“Thank you for the opportunity to design a tailored car management system for your business. This proposal outlines how we’ll build a scalable solution to streamline your operations, reduce costs, and improve efficiency.

PROJECT OBJECTIVES

- **E-Commerce Sales:** Sell new and used Japanese auto parts online with intuitive categories, search, and multi-currency pricing.
- **Consultation Booking:** Allow customers to book expert advice sessions.
- **Verification Module:** Enable customers to verify part authenticity with a one-time code system (future QR integration).
- **Inventory Labels:** Clearly indicate stock location (Dar es Salaam vs. Japan) on each product.
- **Educational Hub:** Build trust by educating customers on part grading, quality, and sourcing.

SCOPE OF WORK

Ecommerce module

- Categories: Brand New (OEM, Aftermarket), Used (Almost New, Good Grade, Economy).
- Search & Filters: Model, Chassis #, Part #, Category, Location, Grade, Price Range.
- Product Pages: High-res images, descriptions, pricing (JPY & TZS), availability tag.
- Cart & Checkout: Multi-currency, payment gateways (selecom , tigopesa and so on), shipping calculator, invoice generation.

CONSULTATION BOOKING MODULE

- Simple form (Name, Contact, Date/Time, Car Model/Part).
- Integration option : Calendly or in-house scheduler.

VERIFICATION SYSTEM MODULE

- Manual code entry form.
- Admin panel to generate/distribute codes via mobile.

INVENTORY LABELS & TAGS

- Dynamic badge system showing stock location.

ADDITIONAL FEATURES (PHASE 2)

- AI-based photo matching for part recognition.
- Live chat support.
- Customer account area (order history, tracking).
- Multi-language support (English, Swahili, Japan).

DESIGN & UI REQUIREMENTS

To create a user interface that both inspires confidence and facilitates effortless navigation, the design will adhere to the following detailed guidelines:

COLOR PALETTE

Primary Backgrounds: Soft off-white (#F9FAFB) and very light grey (#F2F4F6) for a clean, uncluttered canvas that highlights product imagery.

Primary Accent (Deep Blue): A rich blue (#003366) for key elements like headers, primary buttons, and navigation highlights — it conveys professionalism and trust.

Secondary Accent (Vibrant Red): A bold red (#C8102E) used sparingly for calls-to-action (e.g., “Buy Now,” “Verify Code”), stock alerts, and error states — creating visual urgency without overwhelming.

Neutral Text & UI: Dark charcoal (#333333) for body text and medium grey (#666666) for secondary text, ensuring high readability and clear hierarchy.

Supporting Shades: Light blues (#E6F0FA) for hover states or background highlights and soft greys (#E0E0E0) for borders and dividers.

Typography

Primary Typeface: Open Sans — a humanist sans-serif font chosen for its clarity across digital screens, available in multiple weights (300, 400, 600, 700) to establish content hierarchy.

Headings: Open Sans Bold (600–700) for H1–H3, sized responsively (e.g., H1 at 2.25rem on desktop, scaling down on mobile).

Subheadings & Labels: Open Sans Semi-Bold (600) at 1.25rem to 1rem for clear section breaks and UI labels.

Body Text: Open Sans Regular (400) at 1rem (16px), with line-height of 1.5 for optimal readability.

Fine Print & Captions: Open Sans Light (300) at 0.875rem (14px), used for secondary information like product codes, dates, or disclaimers.

NB : COLORS AND TYPOGRAPHY CAN BE CHANGED BASED ON CLIENT REQUIREMENTS (colors and typography was chosed based on the nature of the business)

TECHNOLOGY STACK:

To ensure a robust, scalable, and maintainable solution, we've selected proven technologies that align with performance, security, and developer productivity:

Backend: Node.js & PostgreSQL

Why: Node.js offers event-driven, non-blocking I/O that handles concurrent user actions with high efficiency—ideal for real-time features like stock updates and booking. PostgreSQL is a battle-tested relational database with advanced features (ACID compliance, replication, full-text search) ensuring data integrity and scalability as Genki Motors grows.

Frontend: JavaScript, HTML & CSS

Why: A vanilla JavaScript foundation (augmented with modern frameworks as needed) keeps the interface lightweight and performant. Handcrafted HTML/CSS ensures pixel-perfect, responsive layouts, faster load times, and full control over accessibility and animations.

Hosting: DigitalOcean

Why: DigitalOcean Droplets provide predictable pricing, 24/7 uptime, and **straightforward scaling**. With daily automated backups and snapshots, we guarantee rapid recovery and minimal downtime.

Reverse Proxy & SSL: Caddy

Why: Caddy automatically provisions and renews SSL certificates, simplifying secure HTTPS deployment. Its built-in reverse-proxy capabilities also improve load balancing and isolate the application from direct internet exposure.

SMS Gateway: Beem.Africa

Why: Beem.africa is a leading SMS delivery service optimized for African markets, offering consistently high deliverability rates, detailed delivery reports, and competitive pricing. **Their API is simple** to integrate, supports bulk messaging, and can scale as Genki Motors' communication needs grow, ensuring timely dispatch of verification codes and notifications across Tanzania and Japan.**(works worldwide)**

Payment Gateway: Selecom

Why: Selecom Payments is a Tanzanian payment gateway tailored for local e-commerce, supporting mobile money (M-Pesa, Tigo Pesa), Airtel Money, and standard card transactions. It offers low transaction fees, quick settlement, and robust fraud detection. Using Selecom ensures a seamless checkout experience for Genki Motors' customers, with localized support and compliance with Tanzanian financial regulations.(custom gateway may also be preferred) => **Selecom combines all networks in one place**

TIMELINE & MILESTONES

Discovery & Design (3 weeks): Wireframes and UI mockups to finalize look and feel.

Development (8 weeks): Build core features—e-commerce store, booking system, verification module, and inventory labels.

Testing & QA (2 weeks): Conduct functional, performance, and security testing to ensure reliability and speed.

Post-Launch Support (1 weeks): Address bug fixes and perform minor enhancements as needed (included).

Total duration: approximately 14 weeks (excluding Phase 2 enhancements).

PAYMENT MODELS (FLEXIBLE OPTIONS)

FEATURE	OWNERSHIP FOCUSED	FLEXIBILITY
One-Time License Fee	4,400,000 TZS	2,800,000 TZS
Monthly Support	40 USD / 130,000 TZS	100 USD / 270000 TZS
includes	Hosting (not included) , domain (not included) , basic support (Maintenance & Security) , updates , backups , 100 sms @ monthly	Hosting , free domain Full support (Maintenance & Security) , Updates , Training, Add on new features , backups, 500 sms @ monthly
	5,696,000 TZS	6,040,000 TZS

NOTE

- Extra messages at 20 TZS each if exceeded.
- Year 2 onwards: Monthly fee adjusts by 5% annually (covers inflation/server costs)
- Payment gateway fees may apply and could affect overall transaction costs(if they are to be used example telecom , tigopesa and so on)

Upfront Payment Requirement:For both options, 50% Fee is due upon signing the agreement. The remaining 50% of the license fee is due upon completion of the Development phase.