



Concept Note: Genki Motors Website Development

Prepared for:
Prospective Web Developer

Client:
Genki Motors Ltd

Project Summary

Genki Motors Ltd is a Tanzanian company that supplies genuine Japanese auto spare parts (new and used) to Tanzania. We are registered in Tanzania and operational in both Tanzania and Japan. Of course, the company's President is a Tanzanian living in Japan. We aim to combat counterfeit and poor-quality parts through transparency, trust, and technology. We strive to help customers and technicians match exact spare parts using part numbers and chassis numbers, not by trial and error. Our customers are the car owners who consider their cars part of their life/family. Since you cannot treat yourself or your family with counterfeit medicine, so be it for the vehicle. We seek a skilled developer to build a modern, elegant, secure website that merges e-commerce, verification, and consultation into one seamless platform.

Project Objectives

- Sell Japanese auto spare parts online (new & used) with clear categories and high usability.
- Allow buyers to book consultations for expert advice.
- Enable customers to verify part authenticity via a code system.
- Visibly indicate whether a part is in stock in Dar es Salaam (Tanzania) or Japan (using a label/tag system).
- Offer an educational experience to inform and build trust among Tanzanian customers.

Scope of Work

Website Functional Requirements

1. **E-commerce Store:**
 - Main Categories: Brand New Parts (OEM, Aftermarket), Used Parts (Grading system: Almost New, Good Grade, Economy).

- Search & Filter: Car Model, Chassis Number, Part Number, Category (New/Used), Availability (In Tanzania/In Japan), Grade, Price Range.
 - Product Page Elements: High-res images, full descriptions, pricing (JPY & TZS), Availability label/tag (Available in Dar es Salaam / Available in Japan).
 - Cart & Checkout: Multi-currency, various payment methods, shipping options + calculator, invoice download.
2. **2** Consultation Booking System:
- Simple booking form (Name, Contact, Preferred Date/Time, Car Model/Part Type, Message). Integration with tools like Calendly is optional.
3. **3** Part Verification System:
- Manual code entry form, QR code scanner integration (future phase). One-time code system with manual dispatch via personal mobile.

Website Design Requirements

- Overall Style: Clean, modern, elegant; trust-building and professional.
- Color Palette: White/Light Grey (background), Deep Blue/Red accents, Dark Grey/Black text.
- Typography: Sans-serif (e.g., Open Sans, Roboto), balanced font sizes.
- Imagery: High-quality product photos, supplier visit photos, Dar es Salaam stock photos.
- Layout: Homepage with intro slider, categories, consultation & verification CTAs; Grid view with filters & tags; Detailed product pages; About Us; Verification; Contact.

Security & Backend

- SSL Certificate; backend for product uploads, consultation tracking, verification submissions; security best practices; regular backups.

Responsiveness & Accessibility

- Fully mobile-friendly; optimize load speed; and ensure accessibility compliance (alt text, clear buttons, readable fonts).

Platform Suggestions

- Wix, Shopify, WooCommerce (WordPress), or custom if growth accelerates.

Additional website Features

- AI-based photo matching for part verification.
- Live chat support.
- Customer login area for order tracking & history.
- Multi-language (English, Swahili, Japanese).

Other Important Notes

- One leading retailer will manage the initial stock. The owner will manually share verification codes. The site should emphasize a physical presence in Japan and real-time sourcing.

Developer Deliverables

- Full website design & development.
- Integration of e-commerce, booking, and verification systems.
- Location tag/badge feature (Tanzania/Japan).
- Mobile & desktop optimization.
- Admin backend with instructions.
- Basic SEO setup.
- Security setup.
- Launch support & handover.

Hiring Requirements

- Experience in e-commerce site development.
- Ability to implement custom labels/tags (Tanzania/Japan).
- Familiarity with secure verification systems (bonus: automotive/parts websites experience).
- Strong communication & backend training ability.
- Ability to understand and communicate with people without an IT background.
- Portfolio or references of past work.

Next Steps

If interested, please share your proposal, timeline, cost estimate, and portfolio/examples. A follow-up call can be arranged if needed. Additional questions or clarifications, please get in touch with us through genkicars@gmail.com

Application deadline: 15th May 2025, 2359HRS EAT