PROPOSAL  FOR CUSTOM CAR MANAGEMENT

**Prepared for** : Genki Motors

**Prepared by**  : [Nextvision](https://www.nextvision.co.tz/)

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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 prefered) => 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 selecom , 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.