NinjasCode & Enatega Comprehensive Master Document

1. Company Overview

NinjasCode (Pvt) Ltd is a US-based software development company founded in **2018** with headquarters in **Mountain View, California** and a development center in **Islamabad, Pakistan**.

Key Details:

- **Legal Status:** Private Limited Company
- **Founding Year:** 2018
- **Team Size:** 20+ full-time employees
- **Specializations:**
    - MVP (Minimum Viable Product) development
    - Multi-vendor delivery platforms
    - AI/ML integrations
    - Cloud DevOps solutions
    - Open-source software development
- **Technology Stack Expertise:**
    - Frontend: React.js/NextJs, Next.js, Material UI
    - Mobile: React Native, Expo (iOS/Android)
    - Backend: Node.js, GraphQL (Apollo), Express
    - Databases: MongoDB, Firebase Firestore
    - DevOps:Railway, AWS, Vercel, Docker, GitHub CI/CD
- **Website:** https://ninjascode.com
- **Contact Email:** info@ninjascode.com

2. Leadership Executive Team:

Name	Position	Responsibilities
Sharan Gohar Khan	CEO & Founder	Overall company strategy, technical vision, investor relations

Operational Teams:

1. **Development Team:**

- 15 full-stack developers (React/Next, React Native, Node.js)
- 2 DevOps engineers
- 3 QA specialists

2. **Design Team:**
   - 2 UI/UX designers
   - 1 graphic designer

3. **SEO and Marketing Team:**
   - 2 SEO executives
   - 1 customer support manager

3. Flagship Product: Enatega

Product Overview

Enatega is a **white-label, multi-vendor delivery platform** that can be customized for:

- Food delivery (UberEats-style)
- Grocery delivery
- Pharmacy/medical delivery
- Parcel/courier services
- Other on-demand delivery verticals

Technical Specifications

- **Frontend:** Open-source (MIT license)
  - GitHub: github.com/enatega
  - Stars: 928 (as of May 2025)
  - Forks: 345
- **Backend:** Proprietary (paid license)
- **Modular Architecture:**
  - Customer App (iOS/Android/Web)
  - Rider App (iOS/Android)
  - Vendor Panel (Web/Mobile)
  - Admin Dashboard (Web)

4. Complete Feature Breakdown

4.1 Customer Mobile App (iOS/Android)

Core Features:

1. **User Authentication:**
   - Email/password login
   - Social login (Google, Apple, Facebook)
   - Phone number verification
2. **Ordering System:**
   - Restaurant/store browsing with filters (cuisine, rating, distance)
   - Menu with categories and search functionality
   - Item customization (notes, variants, special requests)
   - Cart management
   - Scheduled orders
3. **Payments:**
   - Credit/debit cards (Stripe integration)
   - PayPal
   - Digital wallets
   - Cash on delivery
   - Multi-currency support
4. **Order Tracking:**
   - Real-time GPS tracking of riders
   - Order status updates (preparing, on the way, delivered)
   - Estimated delivery time calculation
   - Push notifications at each stage
5. **Post-Order Features:**
   - Rating system (1-5 stars)
   - Review submission with photos
   - Order history
   - Favorite restaurants/stores
   - Reorder functionality
6. **Customization:**
   - White-label branding (logo, colors, splash screens)
   - Multi-language support (English, Spanish, Arabic RTL, etc.)
   - Customizable UI components

4.2 Rider App

Core Features:

1. **Order Management:**
   - New order notifications
   - Accept/reject orders
   - Order details view
   - Batch order handling
2. **Navigation:**
   - Integrated Google Maps
   - Optimized route planning
   - Turn-by-turn navigation
3. **Communication:**
   - In-app chat with customers
   - Call customer directly
   - Support hotline
4. **Earnings & Performance:**
   - Daily/weekly earnings dashboard
   - Delivery fee breakdown
   - Tips tracking
   - Performance metrics (on-time percentage)
5. **Account Features:**
   - Online/offline toggle
   - Working hours setting
   - Vehicle information
   - Document upload (license, insurance)

4.3 Vendor Panel

Core Features:

1. **Menu Management:**
   - Add/edit/delete categories
   - Item management (name, description, price)
   - Variants (size, color, add-ons)
   - Inventory tracking
   - Bulk import/export
2. **Order Processing:**

- Real-time order notifications
- Order status updates
- Preparation time tracking
- Order cancellation

3. **Business Analytics:**
   - Sales reports (daily, weekly, monthly)
   - Popular items
   - Customer demographics
   - Revenue breakdown

4. **Store Settings:**
   - Business hours
   - Delivery radius
   - Service fees
   - Holiday schedules

5. **Marketing Tools:**
   - Discount creation
   - Promo codes
   - Loyalty programs
   - Push notification campaigns

4.4 Admin Dashboard

Core Features:

1. **User Management:**
   - Role-based access control
   - Admin, vendor, rider, customer accounts
   - Permission levels

2. **Platform Configuration:**
   - Delivery fee structure
   - Commission rates
   - Service areas/zones
   - Tax settings

3. **Content Management:**
   - Homepage banners
   - Featured restaurants

- Blog/news section
- FAQ management
4. **Advanced Analytics:**
    - Order volume trends
    - Revenue analytics
    - Customer retention
    - Rider performance
5. **System Monitoring:**
    - Server health
    - Error logs
    - Performance metrics
    - Security alerts

5. Technology Stack Deep Dive
Frontend:

- **Framework:** React.js/NextJS
- **Mobile:** React Native with Expo
- **UI Library:** Material UI
- **State Management:** Redux Toolkit
- **Navigation:** React Navigation (mobile), Next.js Router (web)

Backend:

- **Runtime:** Node.js
- **API:** GraphQL (Apollo Server)
- **Authentication:** Firebase Auth
- **Database:**
    - Primary: MongoDB
    - Realtime: Firebase Firestore
- **Search:** Elasticsearch (for large catalogs)

DevOps & Infrastructure:

- **Hosting:** AWS EC2, Firebase Hosting
- **CI/CD:** GitHub Actions
- **Containerization:** Docker

- **Monitoring:** Sentry, New Relic
- **Storage:** AWS S3, Firebase Storage

Third-Party Integrations:

- **Maps:** Google Maps API
- **Payments:** Stripe, PayPal
- **Analytics:** Amplitude, Google Analytics
- **Communication:** Twilio (SMS), SendGrid (email)
- **Push Notifications:** Firebase Cloud Messaging

6. Pricing & Plans (Detailed)
6.1 Base Plan ($1,000 - $4,000)
Inclusions:

- Complete source code for all modules
- Basic documentation
- 1 deployment session
- 10 hours of initial support

Limitations:

- Standard UI (no custom theming)
- No dedicated support
- Self-service deployment

6.2 Premium Plan ($4,000 - $15,000)
Inclusions:

- Everything in Base Plan plus:
- Custom UI/UX design
- Multi-language support
- Advanced analytics dashboard
- 160 hours of development support
- Priority bug fixes
- Monthly maintenance included for 3 months

6.3 Enterprise Plan (Custom Pricing)
Inclusions:

- Everything in Premium Plan plus:
- Dedicated account manager
- 24/7 support SLA
- Custom feature development
- Private GitHub repository
- On-premise deployment option
- Security audit
- Annual license option available

Add-On Services:

1. **NinjasCode Development Package ($5,000)**
   - 160 development hours
   - Can be used for:
     - Custom features
     - Integration development
     - Performance optimization
2. **Deployment Package ($1,000)**
   - App Store submission
   - Play Store submission
   - Web hosting setup
   - Domain configuration
3. **Monthly Maintenance Plans:**

Plan	Hours	Price	Features
Basic	40	$1,200	Bug fixes, security updates
Professional	80	$2,000	Small enhancements included
Enterprise	160	$5,000	Dedicated developer, priority

7. Implementation Process

Phase 1: Discovery

- Requirements gathering workshop
- Technical assessment
- Project scoping document
- Contract signing

Phase 2: Setup

- Environment configuration
- GitHub repository setup
- CI/CD pipeline creation
- Development/staging environments

Phase 3: Customization

- UI theming (colors, logos)
- Feature modifications
- Localization (languages, currencies)
- Payment gateway integration

Phase 4: Testing

- Unit testing
- Integration testing
- User acceptance testing (UAT)
- Performance testing
- Security audit

Phase 5: Deployment

- App Store submission
- Play Store submission
- Web deployment
- DNS configuration
- SSL setup

Phase 6: Handover

- Admin training
- Documentation review
- Support handoff
- Go-live monitoring

8. Support & Maintenance

Support Channels:

1. **Priority Support:**
   - Dedicated Slack channel
   - 2-hour response time
   - Available for Enterprise plans
2. **Standard Support:**
   - Email ticketing system
   - 24-hour response time
   - Available for all plans
3. **Community Support:**
   - GitHub Discussions
   - Public documentation
   - Community forum

Maintenance Services:

- **Monthly Updates:**
  - Security patches
  - Dependency updates
  - Performance improvements
- **Quarterly Reviews:**
  - Usage analytics review
  - Feature requests prioritization
  - Roadmap alignment

9. Security & Compliance

Security Features:

- End-to-end encryption
- Role-based access control
- Regular security audits
- Penetration testing
- GDPR compliance tools
- Data backup & recovery

Compliance Standards:

- PCI DSS (for payments)
- GDPR (data protection)
- HIPAA (for healthcare verticals)

10. Roadmap (2025-2026)

Q3 2025:

- AI-powered recommendation engine
- Advanced dispatch algorithm
- In-app chat system

Q4 2025:

- Subscription management
- Loyalty program module
- POS integration

Q1 2026:

- Driverless delivery support
- AR product preview
- Voice ordering

Q2 2026:

- Blockchain-based payments
- IoT integration
- Predictive analytics

12. Frequently Asked Questions

Technical Questions:

Q: Can we host on our own servers?
A: Yes, the system can be deployed on any cloud or on-premise infrastructure supporting Node.js and MongoDB.

Q: Is there API documentation?
A: Comprehensive GraphQL API documentation is provided with Swagger integration.

Business Questions:

Q: What's the revenue model?
A: Typical models include:

- Commission per order (10-30%)
- Subscription fees for vendors
- Delivery fees
- Advertising

Q: How do you handle scaling?
A: The architecture is designed for horizontal scaling with:

- Load-balanced API servers
- Database sharding
- CDN for static assets

13. Contact Information

Sales Inquiries:

- Email: sales@ninjascode.com
- Phone: +1 (555) 123-4567

Support:

- Email: support@ninjascode.com
- Support Portal: support.ninjascode.com

Office Locations:

- **Headquarters:**
  123 Tech Valley, Mountain View, CA 94043, USA
- **Development Center:**
  Suite 45, IT Tower, Islamabad, Pakistan