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# WEB & MOBILE APP DEVELOPMENT PROPOSAL

FOR MR. KOZEN GITONGA  
**THE WHISKY SHOP**

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## 1. PROJECT BREAKDOWN

The objective is to establish a modern digital commerce ecosystem that allows customers to discover products, make purchases, pay conveniently, receive their orders and engage with the brand digitally.

Rather than implementing every feature at once, Zen Studio would implement a three-phase strategy.

The approach allows to:

- Launch the core business system sooner.
- Keep the initial investment within budget..
- Begin processing online sales.
- Establish the necessary operational infrastructure.
- Integrate the core business systems.
- Collect valuable customer and sales data.
- Introduce advanced functionality progressively.
- Avoid rebuilding the system when future functionality is introduced.

The three phases will ultimately deliver the complete digital commerce vision.

| Phase   | Focus                           | Investment    |
|---------|---------------------------------|---------------|
| Phase 1 | Core Business Commerce Platform | Ksh 850,000   |
| Phase 2 | Customer Experience & Growth    | Ksh 1,000,000 |
| Phase 3 | AI, Intelligence & Scale        | Ksh 1,150,000 |
| Total   | Complete Programme              | Ksh 3,000,000 |

## 2. THE IMPLEMENTATION PHILOSOPHY

The platform will be built as one ecosystem delivered in controlled releases, rather than 3 unrelated projects.

### Phase 1: Make the business work digitally

Customers can:

**Find → Select → Pay → Order → Track**

The admin can:

**Manage → Process → Fulfil → Monitor → Analyse**

### Phase 2: Make customers engage and return

Introduce:

**Mobile → Loyalty → Rewards → Gifting → Bulk Orders → Personalisation → Content**

### Phase 3: Make the system intelligent and scalable

Introduce:

**AI → Advanced Recommendations → Insights → Automation → Advanced Analytics → Scale**

This approach aligns with the intended goal, that the platform should be designed as a connected e-commerce ecosystem rather than a standalone website.

## 3. PHASE 1: CORE BUSINESS COMMERCE PLATFORM

### Objective

Phase 1 will deliver a fully functional, production-ready digital commerce platform that supports the essential business operations required to launch and run The Whisky Shop's online sales channel.

Importantly, Phase 1 is not simply a basic website.

It establishes the core commercial infrastructure upon which Phases 2 and 3 will be built.

### 3.1 Customer Experience

Customers will be able to:

#### Product Discovery

- Browse products.
- Browse categories.
- View product details.
- Search for products.
- Filter and sort products.
- View pricing and availability.
- View related products.

#### Customer Accounts

- Register.
- Log in.
- Log out.
- Manage basic account information.
- View previous orders.

#### Shopping

- Add products to cart.
- Modify cart quantities.
- Remove products.
- View order summary and proceed to checkout.

## Payments

Integration with the agreed payment gateway(s).

Customers will be able to:

- Select payment method.
- Complete payment.
- Receive payment confirmation.
- Receive order confirmation.

## Orders

Customers will be able to:

- Place orders.
- View order status.
- View order history.
- Access order information.
- Follow the available delivery/tracking status.

## 4. PHASE 1: BUSINESS OPERATIONS

Authorised staff will have access to an administrative environment for managing:

### Products

- Add products.
- Edit products.
- Remove/deactivate products.
- Manage categories.
- Manage prices.
- Manage availability.

### Orders

- View orders and manage order information.
- Process orders.
- Update order status.
- Monitor fulfilment.

## Customers

- View customer records.
- Review customer orders.
- Manage customer information within authorised permissions.

## Promotions

Basic promotional functionality will allow The Whisky Shop to run selected offers and campaigns.

## Branches

The system will establish the structure required to support multiple branches.

## User Access

Role-based access will ensure that staff members receive the appropriate level of access.

For instance:

**Administrator → Manager → Branch User → Operational User**

Each role can be restricted according to responsibility.

## 5. PHASE 1: POS & INVENTORY

One of the most important objectives is connecting the online operation with existing business environment.

Where the POS provides appropriate API/integration capability, Zen Studio will implement the agreed initial integration.

The objective is to establish:

**POS → Inventory → E-Commerce → Orders**

This will provide the foundation for:

- Product synchronisation.
- Stock visibility.
- Online order information.
- Branch mapping.
- Inventory updates.
- Reduced manual data entry.

The exact level of real-time synchronisation will depend on the POS provider's API and technical capabilities.

The original proposal similarly identified POS/inventory integration as subject to technical feasibility and API availability.

## **6. PHASE 1: ANALYTICS**

The Whisky Shop will begin collecting useful business data from launch.

Initial analytics will cover areas such as:

- Sales.
- Orders.
- Products.
- Customers.
- Conversion activity.
- Popular products.
- Basic branch performance.
- Order activity.

## **7. PHASE 1: SEO & PERFORMANCE FOUNDATION**

The platform will be built with:

- Mobile responsiveness.
- Clean website structure.
- Search-friendly URLs.
- Technical SEO foundations.
- Metadata.

- Optimised images/assets.
- Performance-conscious development.
- Mobile-first design principles.

AEO and GEO will have their technical foundations established, with more advanced implementation in later phases.

## **8. PHASE 1: TECHNICAL FOUNDATION**

Behind the interface, Zen Studio will establish:

- Core database.
- Backend services.
- Authentication.
- User management.
- Role-based permissions.
- API layer.
- Business logic.
- Product data structures.
- Customer data structures.
- Order data structures.
- Payment data structures.
- Integration framework.
- Branch structure.

We build the foundation once, then extend it.



## 9. PHASE 1 INVESTMENT

| Workstream                                | Scope                                                                       | Investment         |
|-------------------------------------------|-----------------------------------------------------------------------------|--------------------|
| <b>Discovery &amp; Technical Planning</b> | Requirements, architecture, workflows and integration planning              | Ksh 75,000         |
| <b>UX/UI Design</b>                       | Core web/customer/admin journeys and responsive interface                   | Ksh 100,000        |
| <b>Web E-Commerce Development</b>         | Catalogue, search, accounts, cart, checkout, orders, promotions and support | Ksh 300,000        |
| <b>Backend, Admin &amp; Access</b>        | Database, business logic, dashboard, roles and branch structure             | Ksh 150,000        |
| <b>Payments, POS &amp; Inventory</b>      | Agreed payment and initial POS/inventory integration                        | Ksh 100,000        |
| <b>Testing, Deployment &amp; Training</b> | QA, UAT, deployment, training and handover                                  | Ksh 75,000         |
| <b>Post-Launch Stabilisation</b>          | Initial support and agreed fixes                                            | Ksh 50,000         |
| <b>PHASE 1 Total</b>                      | <b>Complete business-ready production release</b>                           | <b>Ksh 850,000</b> |

\* Prices are inclusive of VAT

## 10. PHASE 2: CUSTOMER EXPERIENCE & GROWTH

Once the core system is operational, Phase 2 focuses on customer engagement, retention and additional revenue opportunities.

### Mobile Application

Development of the customer mobile application, including:

- Customer login.
- Product browsing.
- Search.
- Product recommendations.
- Cart.
- Checkout.
- Orders.
- Order tracking.
- Customer account.
- Promotions.
- Loyalty.

The web and mobile experiences will be connected to the same underlying commerce platform.

## 11. PHASE 2: LOYALTY & CUSTOMER RETENTION

Introduce:

### Loyalty Programme

Customers can accumulate benefits through their interactions and purchases.

### Rewards

The Whisky Shop can create incentives designed to encourage:

- Repeat purchases.
- Customer engagement.
- Increased basket value.
- Customer retention.

## **Personalisation**

The system begins using customer interactions to provide more relevant:

- Products.
- Offers.
- Recommendations.
- Content.

This builds toward the advanced AI recommendation system in Phase 3.

## **12. PHASE 2: CORPORATE & BULK COMMERCE**

Introduce dedicated pathways for:

### **Corporate Gifting**

Businesses can submit corporate gifting requirements.

### **Bulk Orders**

Customers can submit larger-volume requirements without going through the standard consumer checkout journey.

This can support:

- Bulk product requests.
- Corporate enquiries.
- Large orders.
- Custom requirements.
- Staff follow-up.

## **13. PHASE 2: KNOWLEDGE HUB**

The Knowledge Hub becomes a major customer acquisition and education channel.

Content can include:

- Buying guides.
- Product education.
- FAQs.
- Articles.
- Recommendations.
- Guides.
- Product comparisons.

It also strengthens the SEO/AEO/GEO strategy.

This also acts as a customer-facing content capability platform and a foundation for search-driven discovery.

## **14. PHASE 2: ENHANCED DELIVERY & SUPPORT**

Phase 2 can introduce deeper integrations with delivery/logistics providers where APIs are available.

Customers can receive improved:

- Order status.
- Delivery updates.
- Tracking.
- Notifications.

Customer support can also be expanded into a more structured support workflow.

## **15. PHASE 2: ENHANCED ANALYTICS**

Analytics expands beyond basic sales reporting.

Kozen will be able to understand:

- Customer behaviour.
- Repeat purchasing.
- Product performance.
- Campaign performance.
- Customer engagement.
- Conversion behaviour.
- Loyalty performance.

## **16. PHASE 3: AI, INTELLIGENCE & SCALE**

Phase 3 transforms the platform from a digital sales channel into a more intelligent commerce ecosystem.

## **17. AI CUSTOMER RECOMMENDATIONS**

The platform can use accumulated interaction data to recommend products based on:

- Previous purchases.
- Browsing behaviour.
- Search activity.
- Product interactions.
- Customer preferences.
- Related purchasing behaviour.

For example:

A customer repeatedly viewing a particular category may receive relevant product recommendations rather than seeing the exact same catalogue experience as every other customer.

## 18. AI BUSINESS INSIGHTS

Management can receive intelligence around:

- Sales trends.
- Product performance.
- Customer behaviour.
- Branch performance.
- Purchasing patterns.
- Opportunities.
- Changes in demand.

Instead of simply presenting:

**“Sales = KES X”**

the system can progressively move toward:

**“Sales increased/decreased because...”**

and:

**“These products/customers/categories represent potential opportunities.”**

## 19. ADVANCED PERSONALISATION

Phase 3 will expand personalisation across the ecosystem.

Potential capabilities include:

- Personalised homepages.
- Personalised product recommendations.
- Customer segmentation.
- Behaviour-based offers.
- Relevant product discovery.
- Personalised content.

The goal is to make the platform increasingly relevant to individual customers.

## 20. ADVANCED API & DATA INTEGRATION

Phase 3 will expand the ecosystem through:

- Additional third-party integrations.
- Deeper POS integration.
- Data synchronisation.
- API expansion.
- External services.
- Business intelligence systems.
- Future partner platforms.

This creates an architecture where The Whisky Shop can continue adding services without replacing the core system.

## 21. SCALABILITY

The final stage will optimize the platform for growth.

The architecture will be prepared to accommodate:

- More customers.
- More products.
- More transactions.
- More branches.
- More integrations.
- More staff.
- More services.
- More data.

## 22. COMPLETE ROADMAP

| Capability         | Phase 1            | Phase 2            | Phase 3                |
|--------------------|--------------------|--------------------|------------------------|
| Web Application    | Launch             | Enhance            | Optimise               |
| Mobile Application | Architecture ready | Launch             | Enhance                |
| UX/UI              | Core               | Refine             | Optimise               |
| Payments           | Core               | Additional options | Optimise               |
| Product Catalogue  | Core               | Enhance            | AI-assisted            |
| Smart Search       | Core               | Enhanced           | AI-assisted            |
| Personalisation    | Basic              | Advanced           | AI-powered             |
| Promotions         | Core               | Advanced           | Intelligent            |
| Knowledge Hub      | Foundation         | Launch & expand    | AI/search optimisation |
| SEO                | Foundation         | Expand             | Advanced               |
| AEO                | Foundation         | Expand             | Advanced               |



|                          |                        |                   |                    |
|--------------------------|------------------------|-------------------|--------------------|
| <b>GEO</b>               | Foundation             | Expand            | Advanced           |
| <b>Customer Reviews</b>  | Foundation             | Full capability   | Analyse feedback   |
| <b>Loyalty</b>           | Architecture           | Launch            | Advanced           |
| <b>Corporate Gifting</b> | Foundation             | Launch            | Automate           |
| <b>Bulk Orders</b>       | Basic workflow         | Full capability   | Automation         |
| <b>Delivery Tracking</b> | Core                   | Enhanced          | Automated          |
| <b>Customer Support</b>  | Core                   | Enhanced          | AI-assisted        |
| <b>POS Integration</b>   | Initial                | Enhance           | Deep integration   |
| <b>Real-Time Stock</b>   | Supported initial sync | Improve           | Advanced           |
| <b>Multi-Branch</b>      | Foundation             | Expand            | Advanced           |
| <b>Privileged Access</b> | Core                   | Expand            | Advanced           |
| <b>Analytics</b>         | Sales/operations       | Customer/campaign | AI insights        |
| <b>APIs</b>              | Core layer             | Expand            | Advanced ecosystem |

|                         |              |                       |                   |
|-------------------------|--------------|-----------------------|-------------------|
| <b>Data Integration</b> | Foundation   | Expand                | Advanced          |
| <b>AI</b>               | Foundation   | Selected use cases    | Advanced          |
| <b>Scalability</b>      | Architecture | Capacity improvements | Full optimisation |

## 23. ASSUMPTIONS & SCOPE CONTROL

To keep the phased investment controlled:

- Features not included in Phase 1 will not be treated as unfinished work; they are intentionally scheduled for later phases.
- Third-party integrations depend on API availability and vendor cooperation.
- POS integration will depend on the capabilities of the existing POS.
- Third-party service fees are separate unless specifically included.
- Major changes to an approved phase may affect cost and timeline.
- AI capabilities depend on available data and agreed use cases.
- Hosting, payment transaction charges, SMS, AI usage fees, app-store fees and other third-party charges should be treated separately unless included in the commercial agreement.

## 30. CONCLUSION

The Whisky Shop's digital opportunity extends beyond creating an online store. The long-term objective is to establish a digital commerce ecosystem connecting customers, products, payments, inventory, branches, fulfillment, data and intelligence.

The proposed three-phase approach provides a practical path to achieving that objective.

- Phase 1 establishes the business.
- Phase 2 grows the customer relationship.
- Phase 3 makes the platform intelligent and scalable.

Zen Studio looks forward to partnering with The Whisky Shop to build this platform progressively, from a strong digital commerce foundation into an intelligent, scalable ecosystem for long-term growth.