Online Ordering Website

Prepared for Gulf Bites by Sample Studio

Executive Summary

Gulf Bites operates three cafe branches in Dubai and currently reaches customers through Instagram. This proposal sets out a bilingual (Arabic and English) online ordering website that presents your menu, lets customers check whether they fall inside a delivery zone, and sends orders through to WhatsApp.

Sample Studio designs and builds websites for small businesses in the UAE. We propose to deliver the design, build, menu setup, delivery zone configuration, bilingual content implementation and launch support for a total of **AED 18,000** over a **six-week** schedule, targeting a launch ahead of Ramadan.

Understanding Your Needs

From our conversation with Layla, we understand the following:

- **Three branches, one site.** Gulf Bites has three cafe branches in Dubai, and the site needs to serve all of them.
- **Instagram is the current channel.** Gulf Bites does not have a website today, so this build establishes your first owned ordering channel.
- **Ordering should be frictionless.** Rather than a full e-commerce checkout, orders are to be placed through WhatsApp — a channel your customers already use.
- **Delivery coverage needs to be clear up front.** A delivery zone checker lets customers confirm they can be served before they place an order, reducing wasted enquiries for your staff.
- **The audience is bilingual.** Arabic and English content must both be first-class, not an afterthought.
- **Photography is a known gap.** Existing photos are low quality. We have accounted for this as a point to resolve before launch (see Technical Approach & Assumptions).
- **Hosting should stay simple.** Low-maintenance hosting that your team does not need to manage day to day.
- **Timing matters.** The target is to be live before Ramadan.

Proposed Solution & Approach

We propose a bilingual, mobile-first ordering website built around three customer actions: browse the menu, confirm delivery coverage, and order via WhatsApp.

1. Discovery and structure. We confirm the site map, the menu structure across the three branches, the delivery zones to be covered, and how branch selection should work for the customer.

2. Design. We produce a visual design for the key page types in both Arabic and English, including the right-to-left layout treatment for Arabic. Design is reviewed and approved before build begins.

3. Build. We develop the approved design as a responsive, bilingual site, implement the menu, configure the delivery zone checker, and wire up WhatsApp ordering.

4. Content population. We load the menu items and bilingual content supplied by Gulf Bites.

5. Testing and launch. We test across target browsers and devices in both languages, resolve issues, and take the site live.

6. Launch support. We remain available for a short period after launch to address issues arising from the build.

Scope & Deliverables

#	Deliverable	Description
1	**Design**	Visual design for the site's key page types, in Arabic and English, mobile-first and responsive.
2	**Build**	Development of the approved design as a bilingual website.
3	**Menu setup**	Implementation of the Gulf Bites menu across the three branches, populated with content supplied by the client.
4	**Delivery zones**	A delivery zone checker allowing customers to confirm whether their location is served. Zones to be defined by Gulf Bites.
5	**Bilingual content**	Arabic and English versions of the site, including right-to-left layout handling for Arabic. Translated copy to be supplied by Gulf Bites unless otherwise agreed.
6	**WhatsApp ordering**	An ordering flow that passes the customer's order through to WhatsApp.
7	**Launch support**	Support around go-live to address issues arising from the build. [Length of launch support period to be confirmed]

Revisions. The fee includes **two rounds of revisions**. Revision rounds are consolidated — we ask that feedback from all stakeholders be gathered into a single response per round. Additional rounds can be accommodated at [Hourly or per-round rate for additional revisions to be confirmed].

Not included. [Exclusions to be confirmed — see assumptions below regarding photography, translation, content writing and third-party costs]

Technical Approach & Assumptions

The following reflects what the brief establishes and flags everything that still needs confirmation. We would work through these items together before the project starts.

Platform and stack

- [Platform / CMS to be confirmed] — we will recommend an option that supports bilingual Arabic/English content with right-to-left layout and allows your team to update menu items without developer involvement.

Integrations

- WhatsApp ordering, via a flow that hands the customer's selection to WhatsApp. [Target WhatsApp number(s) and whether orders route to one central number or per branch to be confirmed]
- Delivery zone checker. [Method of zone definition — for example area/district selection or map-based lookup — to be confirmed]
- No online payment processing is included in this scope, as orders are placed through WhatsApp. [To be confirmed]

Hosting and domain

- The brief notes that hosting should be simple. We will recommend a low-maintenance hosting arrangement. [Hosting provider, plan and who holds the account to be confirmed]
- [Domain name, registrar and who holds the registration to be confirmed]
- [Responsibility for ongoing hosting and domain costs to be confirmed]

Content and asset handover

- Gulf Bites to supply menu content (item names, descriptions, prices) for all three branches, branch addresses and contact details, and delivery zone definitions.

- **Photography.** We understand existing photos are low quality. Image quality has a direct effect on how the menu performs. We recommend resolving this before launch, either through a photoshoot or by sourcing suitable alternatives. [Approach to photography, who arranges it, and any associated cost to be confirmed — not included in the fee above unless agreed]
- **Arabic content.** [Whether Gulf Bites supplies Arabic translations or Sample Studio arranges translation to be confirmed — translation is not included in the fee above unless agreed]
- [Logo and brand assets — availability and format to be confirmed]

Browser and device support

- Mobile-first responsive design. [Specific browser and device support matrix to be confirmed]
- Both language versions tested across the agreed matrix, including right-to-left rendering.

Post-launch support

- Launch support is included as set out in Scope & Deliverables. [Duration and what it covers to be confirmed]
- [Ongoing maintenance, updates and support arrangement beyond launch to be confirmed — not included in the fee above]

Approvals

- We understand Layla approves the work on behalf of Gulf Bites. [Confirmation that Layla is the sole approver to be confirmed]

Timeline & Milestones

Six weeks from project start, targeting launch before Ramadan. The schedule assumes content and feedback are returned within the agreed review windows.

Phase	Timing	Activity	Client input needed
Discovery & structure	Week 1	Confirm site map, menu structure, delivery zones, WhatsApp flow, platform and hosting	Menu content, branch details, delivery zones, brand assets
Design	Weeks 2–3	Design of key page types in Arabic and English; review and approval	Consolidated feedback; design sign-off
Build	Weeks 3–5	Development, menu setup, delivery zone checker, WhatsApp ordering	Arabic content; final imagery
Content & testing	Week 5	Content population, bilingual QA, cross-browser and device testing	Consolidated feedback
Launch	Week 6	Go-live and launch support	Final sign-off

Project start date: [To be confirmed] **Target launch date:** [To be confirmed — before Ramadan]

Dependency note. The six-week schedule depends on menu content, delivery zone definitions, Arabic content and final imagery being supplied on time, and on feedback being returned within the agreed review windows. Delays in these inputs move the launch date accordingly.

Investment

Item	Amount (AED)
Online ordering website — design, build, menu setup, delivery zones, bilingual content, launch support	18,000
Total	**AED 18,000**

Payment schedule

Milestone	Share	Amount (AED)
On signature (upfront)	50%	9,000
On launch	50%	9,000
Total	**100%**	**18,000**

[Whether the fee is inclusive or exclusive of VAT to be confirmed] [Third-party costs such as hosting, domain, photography and translation — treatment to be confirmed; not included in the above unless agreed]

Terms

- **Fee.** AED 18,000 for the scope set out in this proposal.
- **Payment.** 50% upfront, 50% on launch.
- **Revisions.** Two rounds of revisions are included. Further rounds are chargeable at [rate to be confirmed].
- **Ownership.** The client owns the final files after full payment.
- **Approvals.** Work proceeds on written approval at each milestone. [Named approver to be confirmed — understood to be Layla]
- **Billing contact.** [Billing contact and invoicing details to be confirmed]
- **Scope changes.** Work outside the deliverables listed above is quoted separately before it begins. [Change request process to be confirmed]
- **Cancellation.** [Cancellation terms to be confirmed]
- **Support.** [Post-launch support period and ongoing maintenance terms to be confirmed]
- **VAT.** [To be confirmed]
- **Proposal validity.** [To be confirmed]

Next Steps

1. Review this proposal and raise any questions or adjustments.
2. Confirm the open items marked in square brackets — most importantly the platform and hosting arrangement, the approach to Arabic content, the approach to photography, and the delivery zone definitions.
3. Confirm the project start date so we can fix the launch date against the pre-Ramadan target.
4. Sign off the proposal and settle the 50% upfront invoice to secure the schedule.
5. Hand over menu content, branch details and brand assets so discovery can begin in Week 1.

We look forward to working with Gulf Bites.

Sample Studio [Contact details to be confirmed]

Sample proposal generated by the Vaultify AI Proposal Generator from a short set of fictional call notes. Gulf Bites and Sample Studio are made up.