PREPARED BY
Muneer Suruosh

PREPARED FOR
Marhaba Marble

CONCEPT PROPOSAL

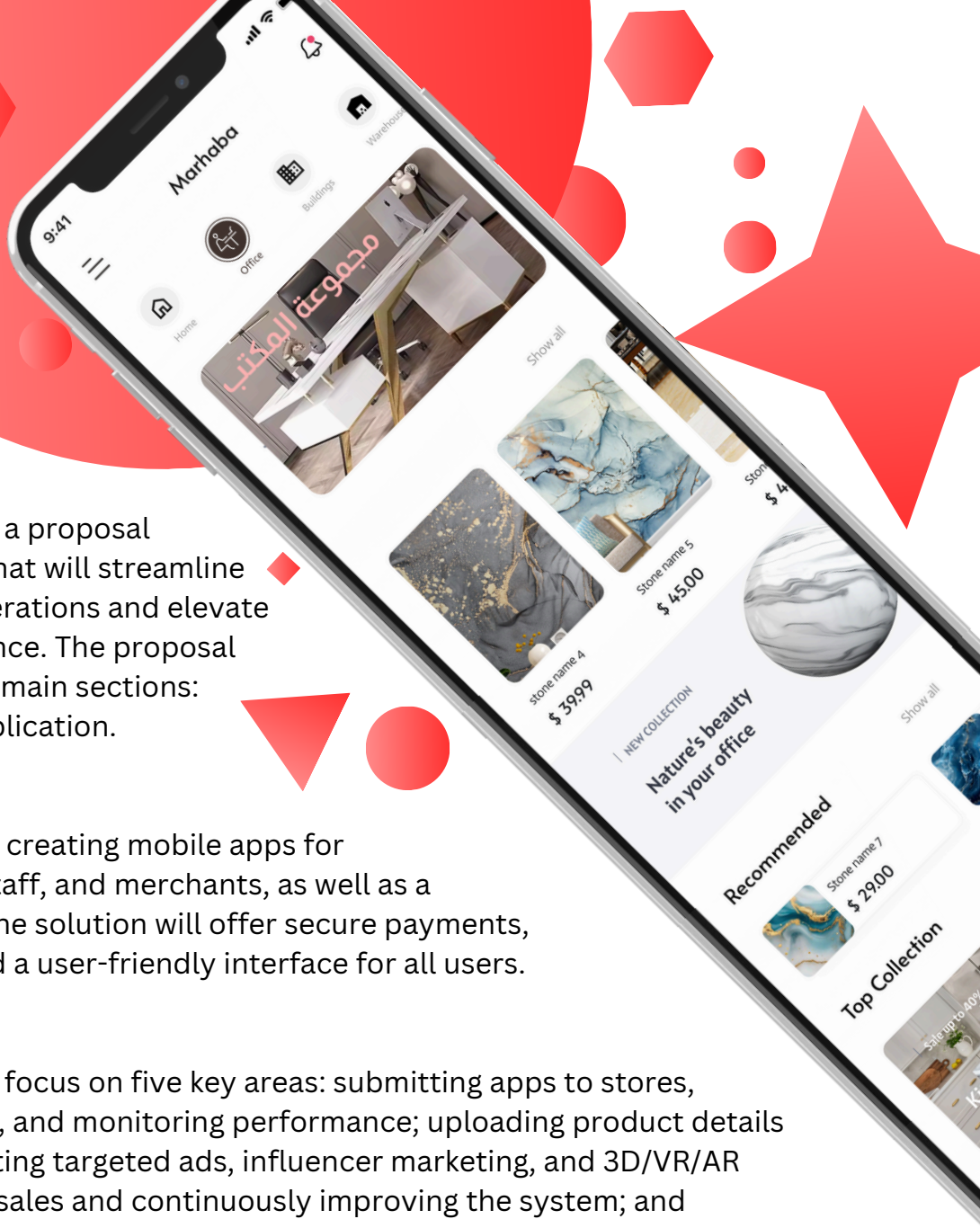
BUSINESS SOLUTION FOR ONLINE MARKET AND DELIVERY SYSTEM

2025

BUSINESS SOLUTION FOR ONLINE MARKET AND DELIVERY SYSTEM

This document has been crafted with careful planning, extensive research, and a great deal of time.

www.suruosh.se
hi@suruosh.se



Introduction
I'm excited to present a proposal for a digital solution that will streamline Marhaba Marble's operations and elevate the customer experience. The proposal is structured into two main sections: Development and Application.

Development:
This phase focuses on creating mobile apps for customers, delivery staff, and merchants, as well as a responsive website. The solution will offer secure payments, real-time tracking, and a user-friendly interface for all users.

Application:
After the launch, we'll focus on five key areas: submitting apps to stores, launching the website, and monitoring performance; uploading product details and media; implementing targeted ads, influencer marketing, and 3D/VR/AR experiences; tracking sales and continuously improving the system; and developing apps for delivery and merchant management with real-time updates.

Additionally, I propose incorporating innovative technologies like Unreal Engine, Twinmotion, Blender, and Oculus to create immersive 3D experiences and virtual events. Customers will be able to explore products in virtual showrooms, attend industry events, and interact with designs through AR/VR. We can also offer internship opportunities, providing students with hands-on experience while fostering community engagement.

This solution will enhance Marhaba Marble LLC's digital presence and position the company as a forward-thinking leader in the marble industry.

1
Development

Overview:

The goal is to develop a seamless online marketplace and delivery system for Marhaba Marble LLC. This system will allow customers to browse marble products, place orders, track deliveries, and engage with a fully integrated mobile experience for both iOS and Android devices. The system will include a robust database, notification system, and integration with the Marhaba Marble website, ensuring real-time synchronization.

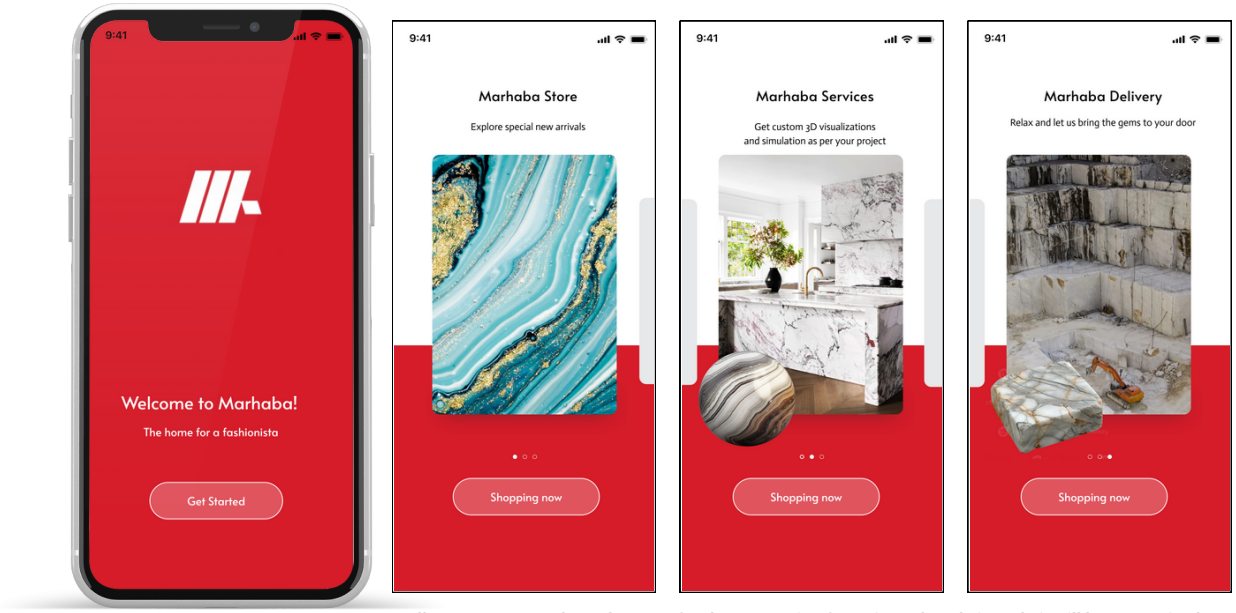
Phase 1: Pre-Development

1. Market Research and Analysis
   - Research competitors, customer expectations, and market needs.
   - Define user personas for the app (e.g., architects, contractors, end customers).
2. Requirement Gathering and Documentation
   - Identify features for the app, including product catalog, ordering system, delivery tracking, payment gateways, and user authentication.
   - Create user stories and wireframes for both the mobile app and website.
3. Tech Stack Selection
   - Frontend: Flutter (for iOS and Android compatibility).
   - Backend: Cloud-based solutions (e.g., Firebase, AWS, or custom backend).
   - Database: MySQL or MongoDB for product catalog, user data, orders, and payments.
   - Notifications: Firebase Cloud Messaging (FCM) for push notifications.
   - Payment Gateway: Integration with Stripe or PayPal for secure payments.
4. Website Planning
   - Create a responsive website to mirror the mobile app experience.
   - Design website to sync seamlessly with mobile updates (real-time catalog updates, stock availability).
5. **UX/UI Design & Prototyping**
   - **Develop the wireframes into high-fidelity prototypes.**
   - **User-friendly interface to display marble products, navigation between categories, and filters (color, size, type of marble).**
   - **UX/UI that ensures a smooth browsing experience with minimal clicks to purchase.**

At the moment, We are here.

UX/UI Concept

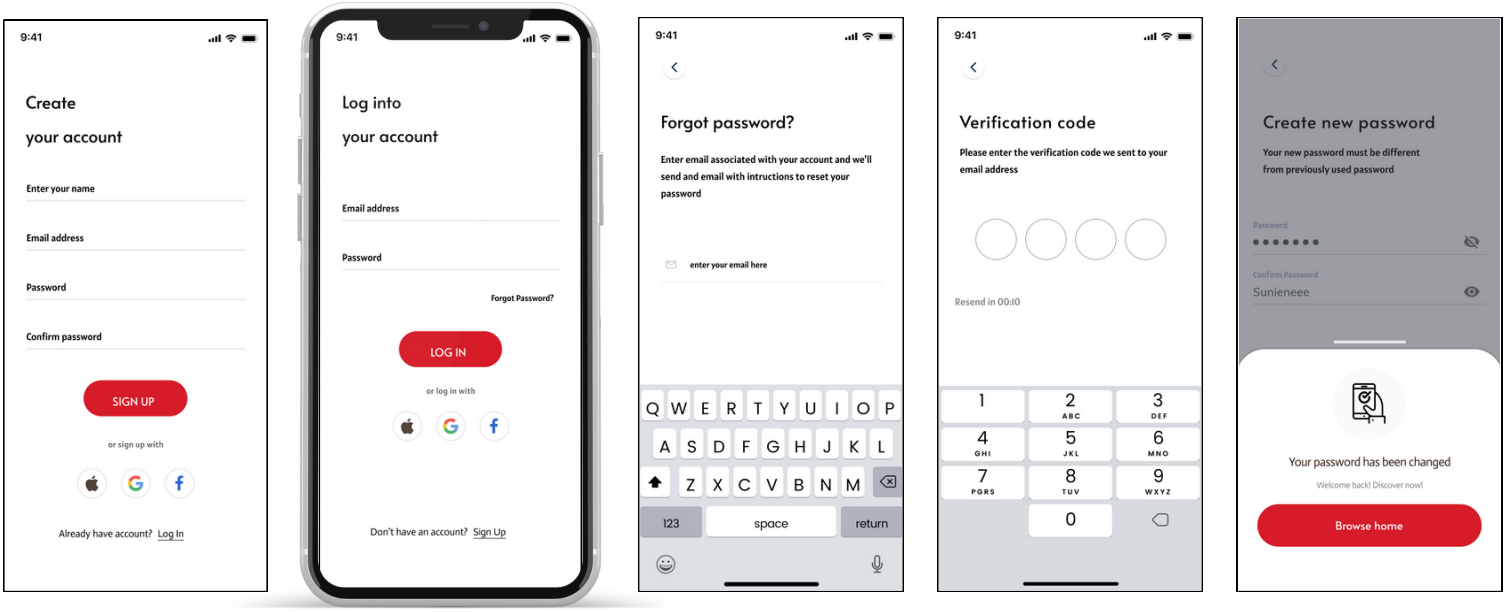
Welcome screen is where visitor meet the Marhaba app for the first time so its important to demonstrate the app in a very creative and catchy way.



All concept assets shown here are for demonstration for Qais, and made in rush. it will be customized more accordingly to company's brading in development phase.

Accounts: Visitors can create account or login their existing account, also can reset passwords.

Sign up Login Forgot Password Verification Password Changed



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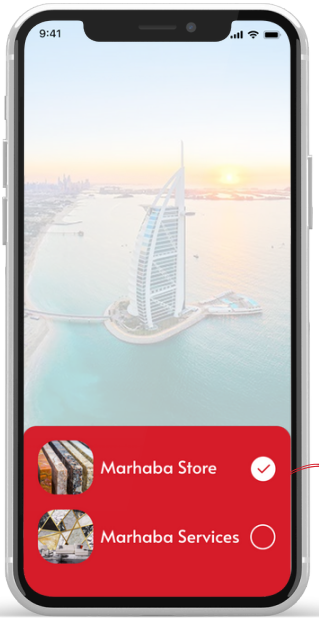
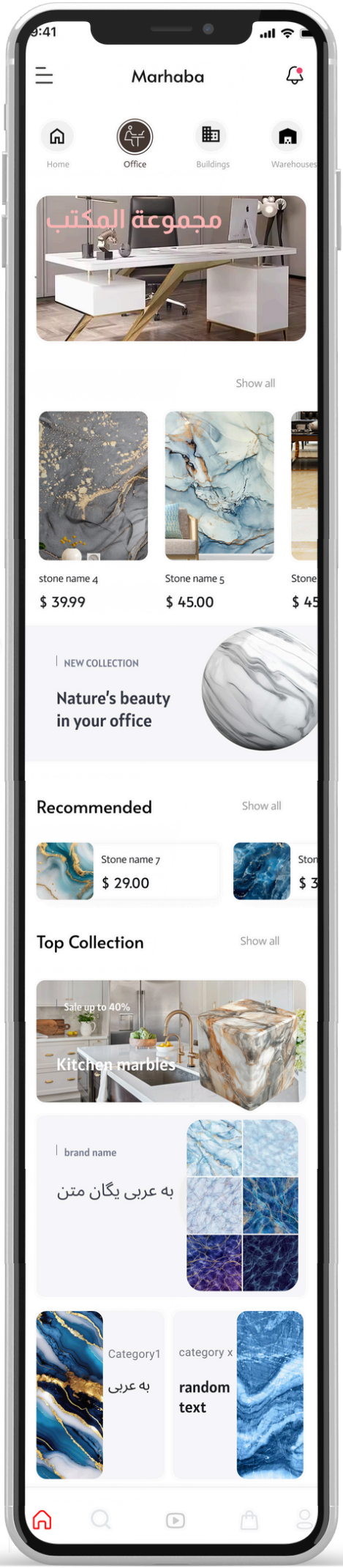
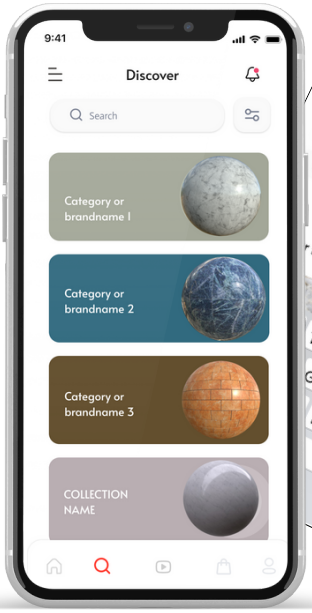
Intro Options: This screen is a gateway to two diffirent departments of the app, the **Store** which is a marketplace of diffirent marbles, purchase and delivery system. and the **Services** where diffirent services such as projects, 3d and VR experiences are offered.

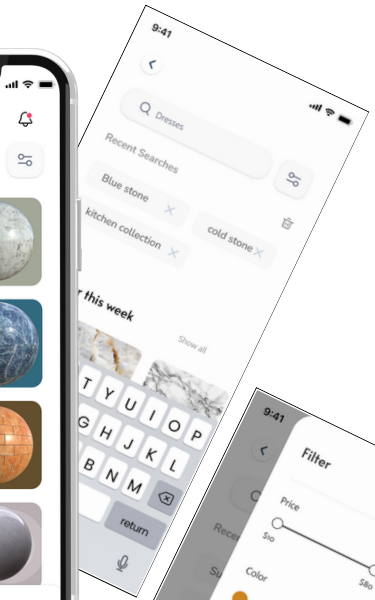


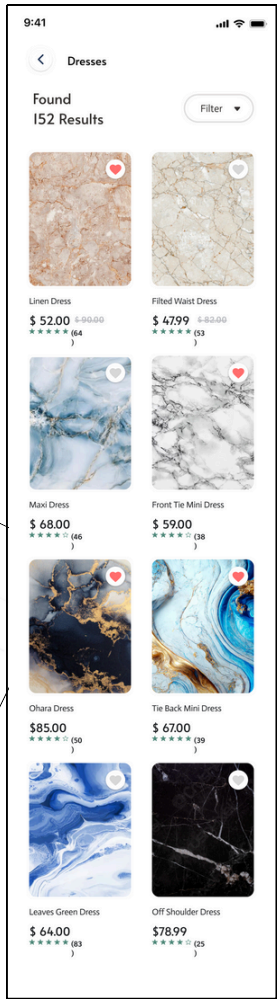


Home page: is a representative of over all every corner of the app, so this screen will be crafted more carfully to meet best user experience standards. this screen can play a central map role for all content inside the app.

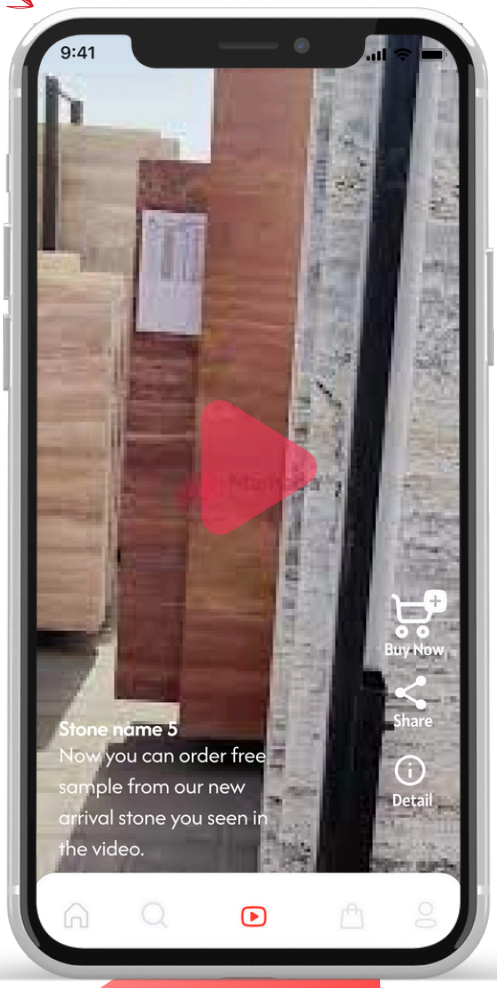
Discover, Search and filter: are an essential features for an online store. it gives the user smoother user experience and locate and purchase their preffered item in the store.

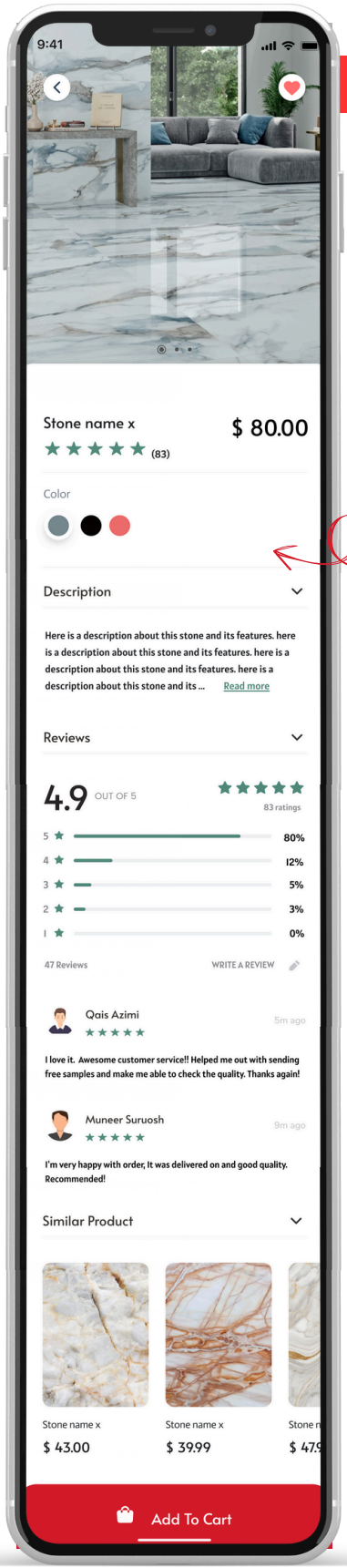




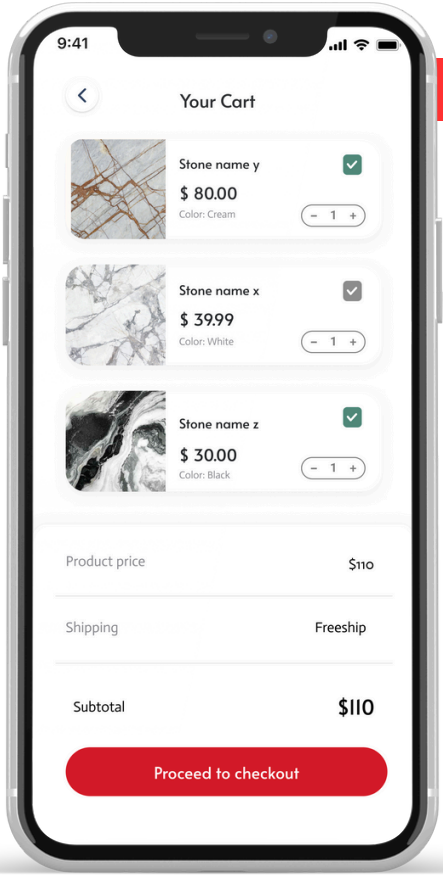


Video shopping: Imagine a video shopping feature that functions like TikTok videos. Users can browse through completed projects, new arrivals, and advertisements. This feature is particularly useful for multi-vendor platforms, allowing different companies to showcase their offerings through diverse, engaging videos.
also instead of searching the whole market users can order immediately from what you see in the video.



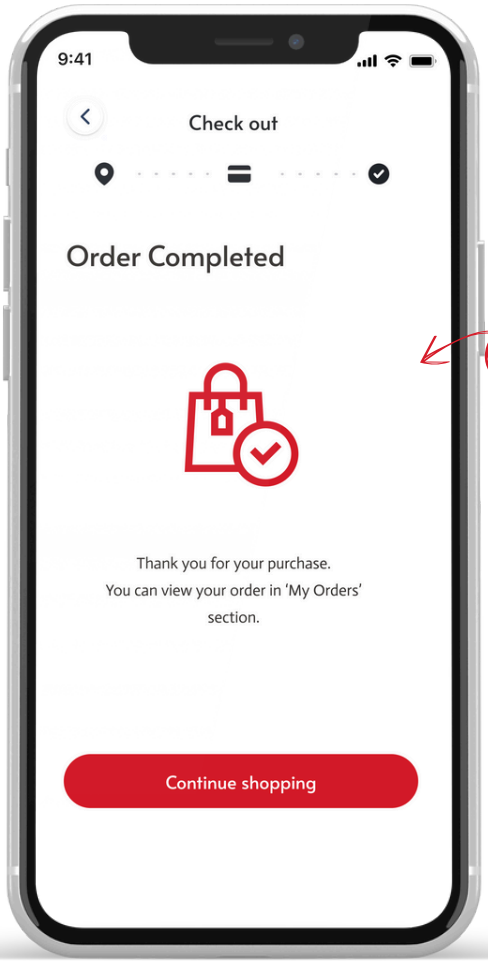


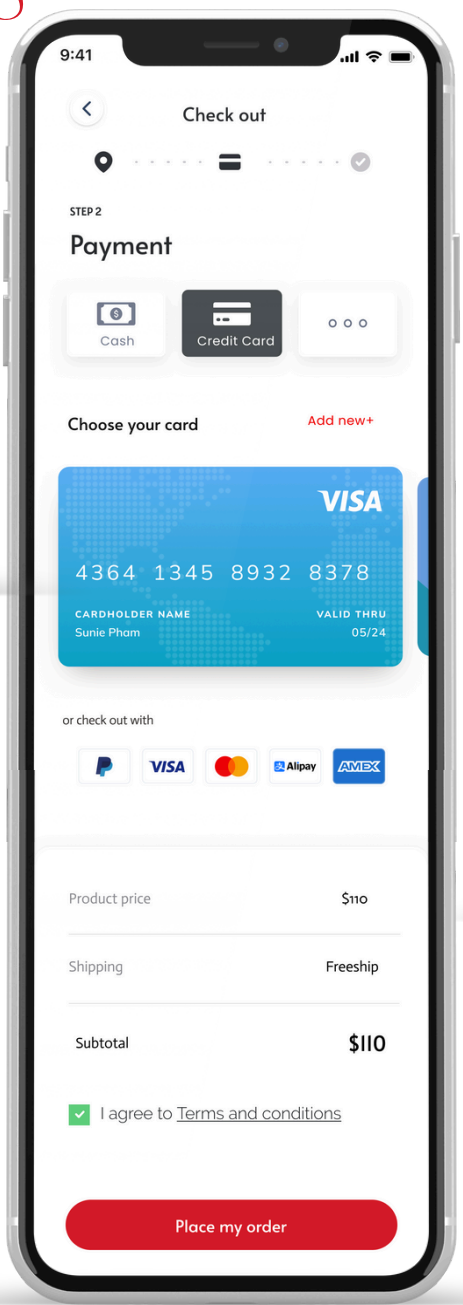
Product view:
Comprehensive product detail page that offers a seamless and informative shopping experience. It features a photo slider to showcase the product from different angles, a detailed description, the price, ratings, and reviews from other customers. You can also explore color variations and other essential details, all in one place. This layout ensures that shoppers have all the information they need to make informed decisions.

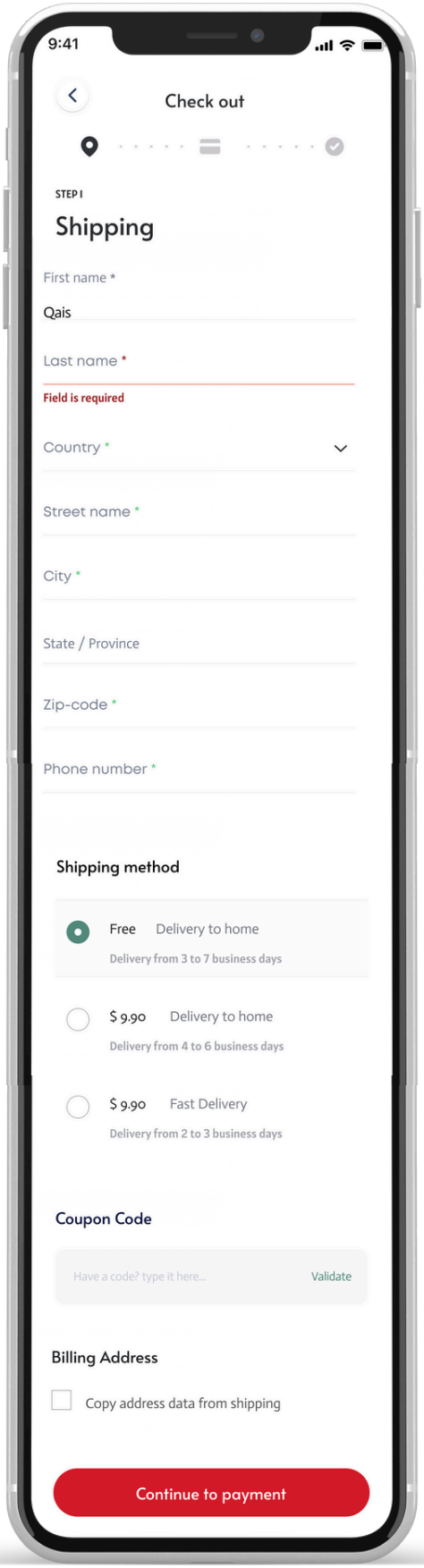


Your Cart: organized and user-friendly cart page. It includes a detailed list of products with their respective prices, options to adjust the quantity (increase, decrease, or remove items), a selection of shipping methods, and a clear display of the subtotal. This layout ensures that customers can easily manage their purchases and make any necessary adjustments before proceeding to checkout.

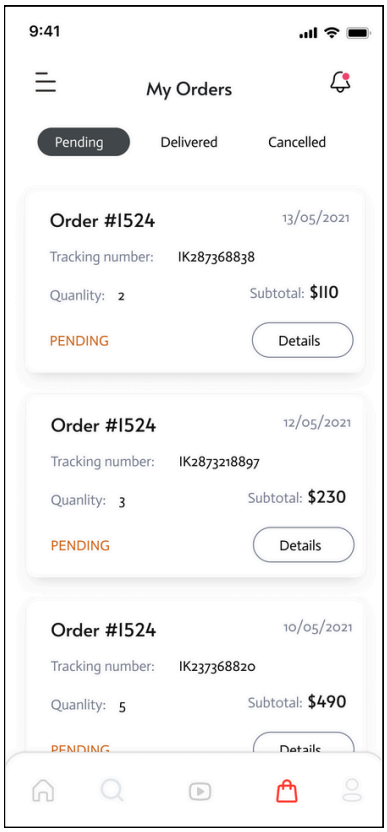
Check-out: shipping details, shiping method, paiment process.
A streamlined checkout process that ensures a smooth and efficient experience for customers. This process would include sections for entering shipping details, selecting a preferred shipping method, and completing the payment process. Each step would be clearly outlined, making it easy for users to review and finalize their purchase with confidence.

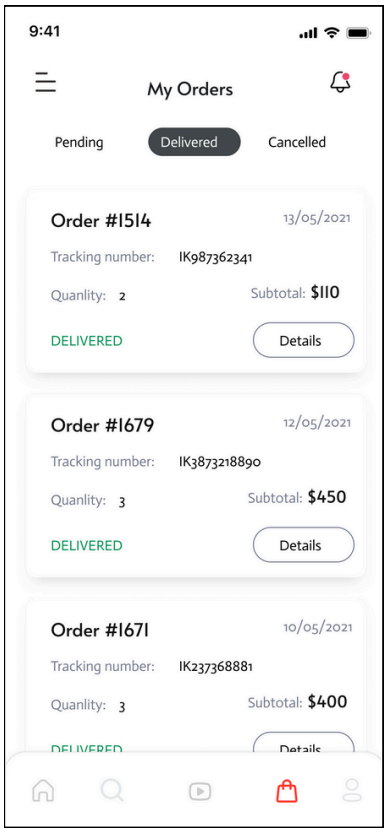


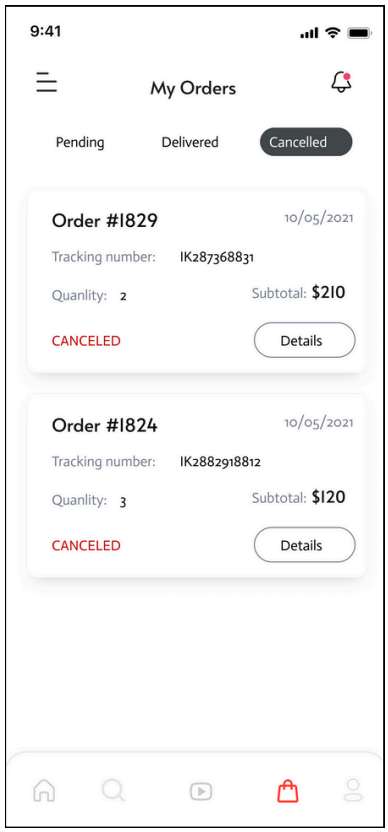


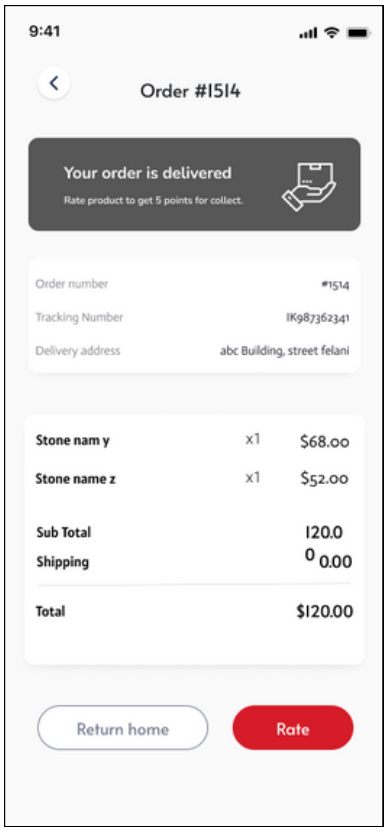


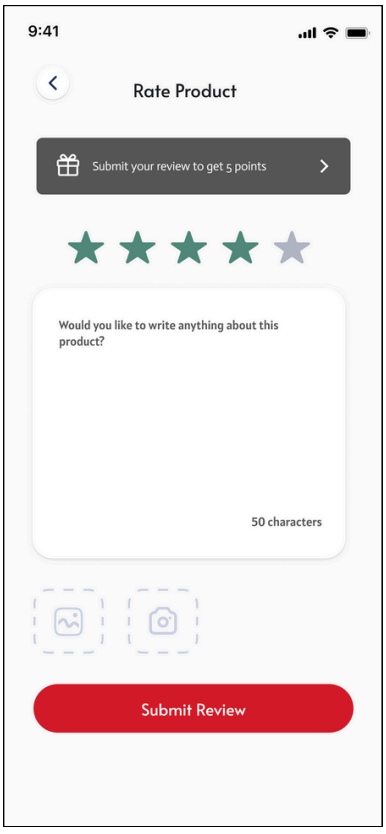
Orders Details: A comprehensive overview of pending, delivered, and cancelled orders, providing detailed order information, real-time tracking, and options to rate and review products, ensuring customers have complete visibility and control over their purchases.

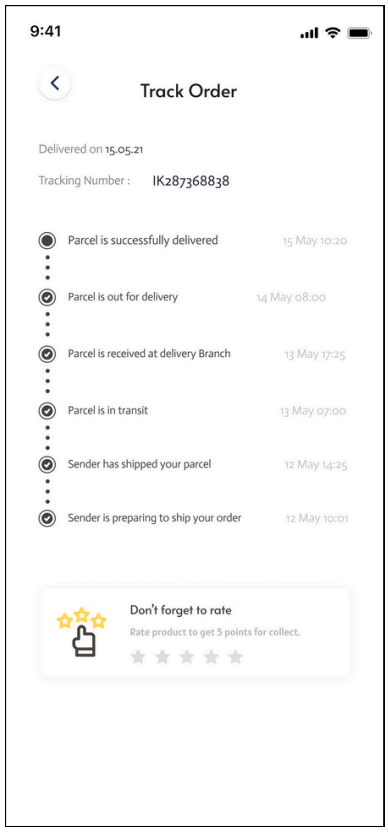




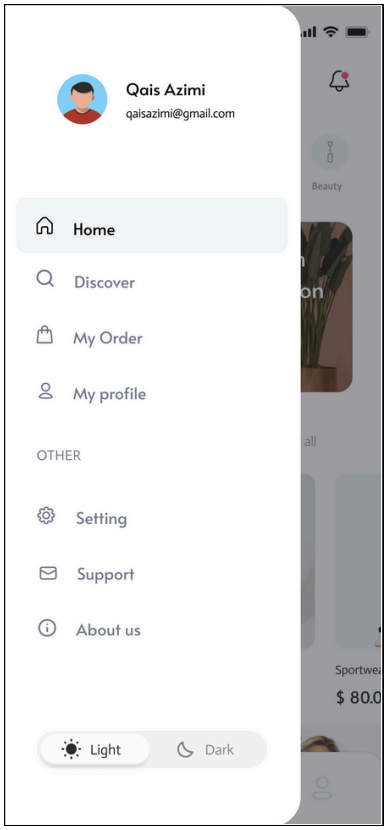




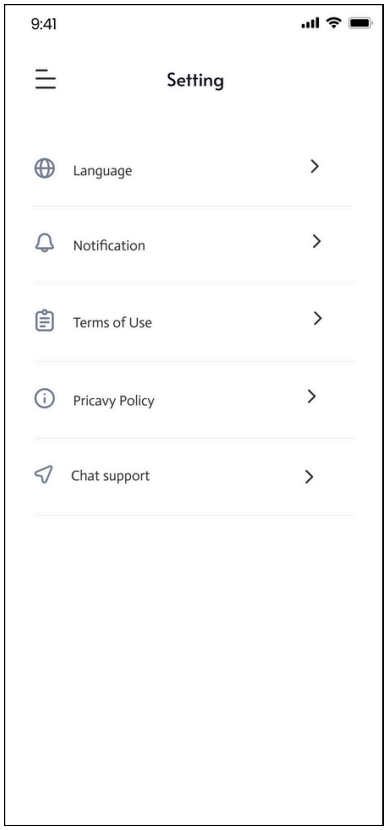




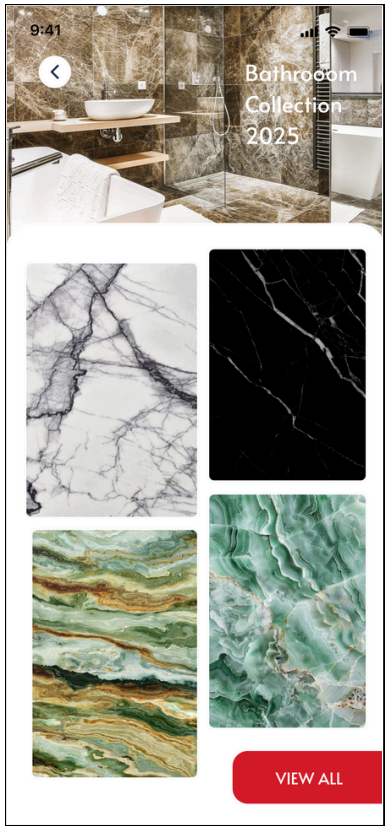
Other screens:



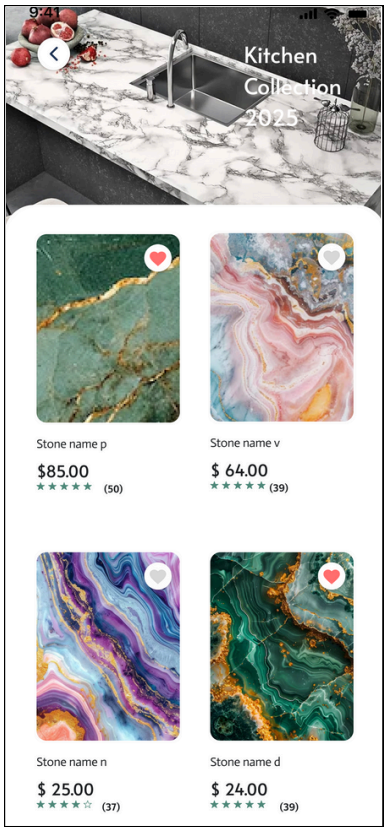
Sidebar Menu



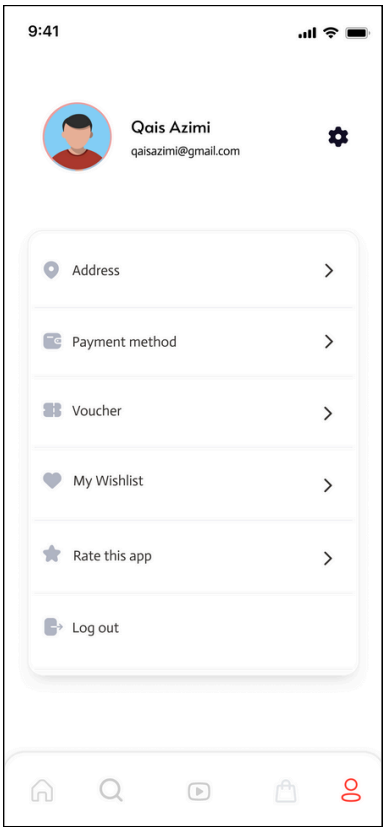
Settings



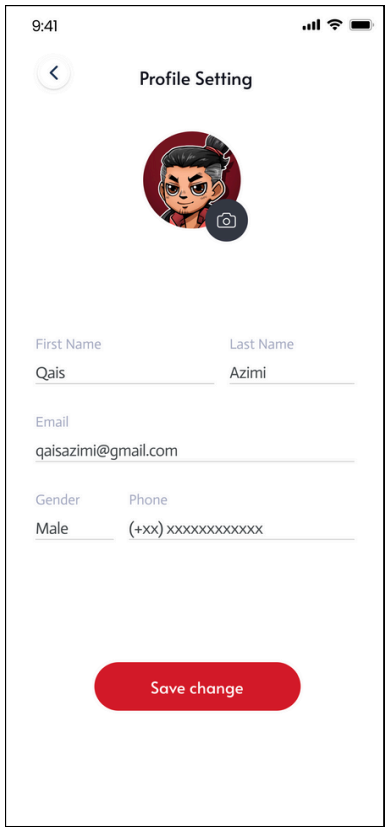
Collection 1



Collection 2

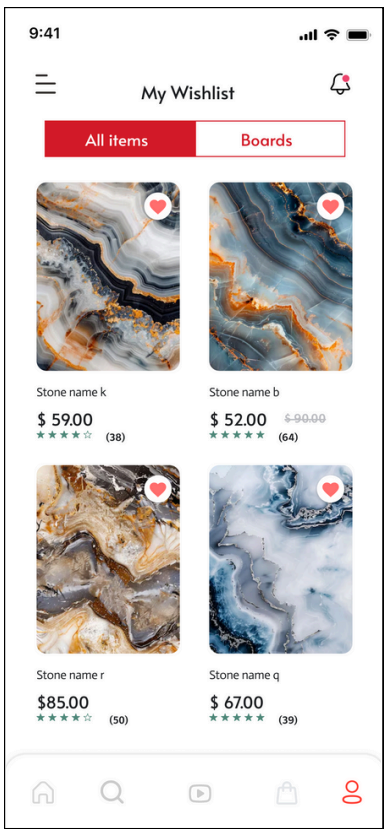


User Profile

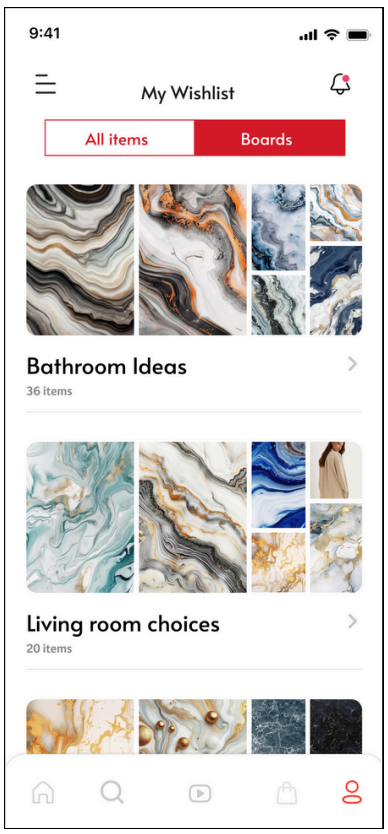


Profile Settings

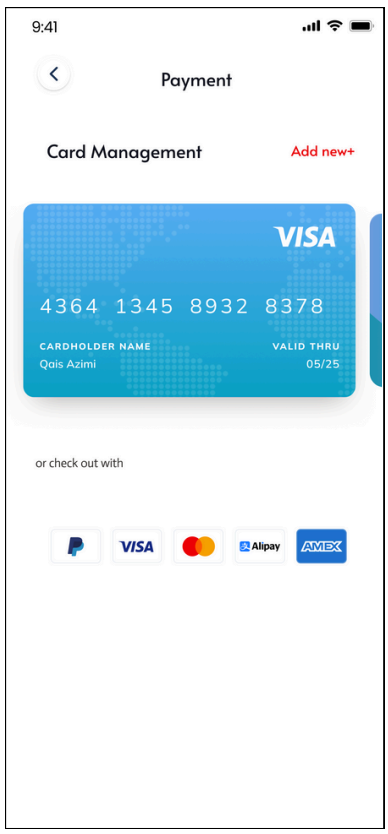
Other screens:



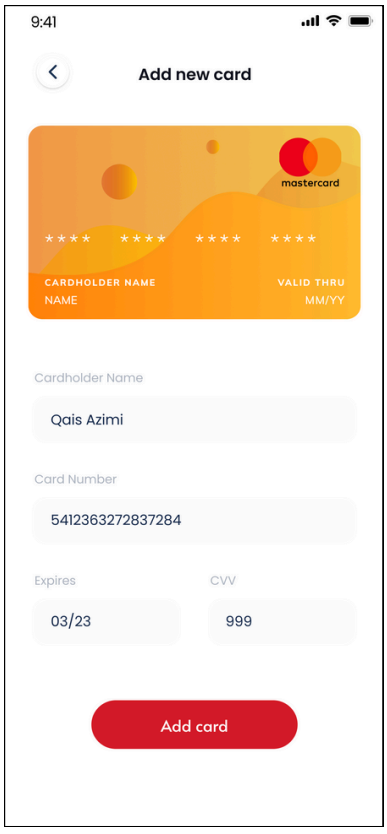
Wishlist



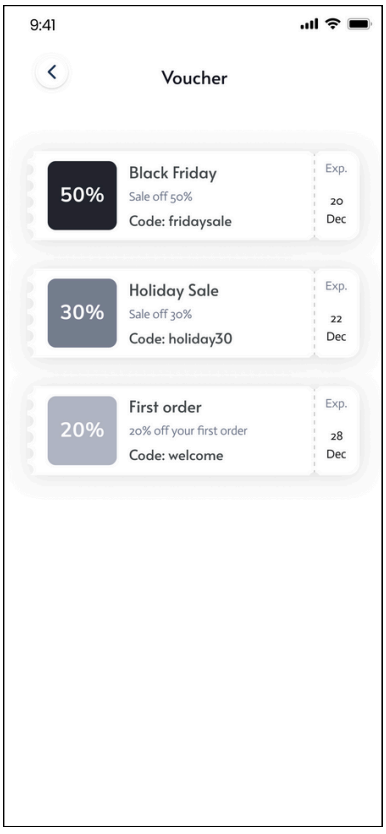
Wishlist board



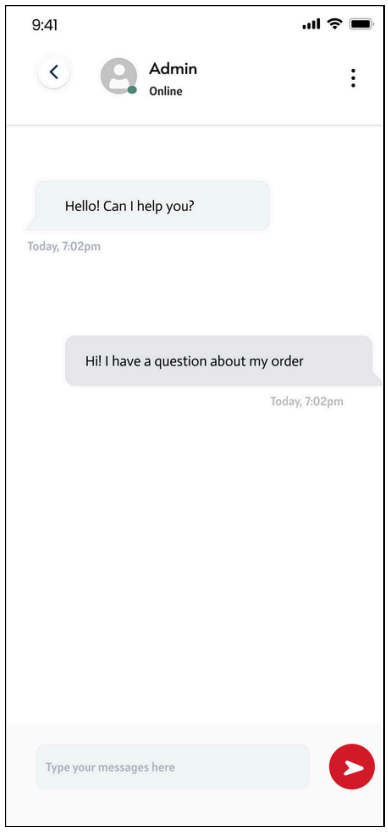
Card Management



Add New Card



Voucher



Chat Support

Phase 2: Development

1. Mobile App Development (iOS & Android)
   - Flutter-based Mobile App:
     - Home screen with categories and product listings.
     - Detailed product pages with photos, descriptions, and pricing.
     - Integrated shopping cart and checkout process.
     - User profile management for saved addresses, preferences, and order history.
     - Real-time delivery tracking using GPS integration.
2. Database Development
   - Structure databases for products, user data, and orders.
   - Integration with cloud storage for image and video management (marble product images, videos).
3. Backend Development
   - Implement REST APIs to handle transactions between the mobile app, website, and backend.
   - Create admin interface to manage inventory, product updates, orders, and shipping status.
4. Push Notification System
   - Integration with Firebase Cloud Messaging (FCM) to send personalized notifications (order status, promotional offers, etc.).
5. Website Development
   - Responsive design using React or WordPress (with WooCommerce).
   - Sync the website with the mobile app (products, stock levels, customer accounts).
   - Add SEO optimization to ensure good visibility in search engines.

Phase 3: Testing and Integration

1. Quality Assurance (QA) Testing
   - Test mobile app functionality (order placement, payment system, delivery tracking, notifications).
   - Test website functionalities, ensuring real-time synchronization with mobile data.
   - Performance testing (load times, handling large product catalogs).
2. Payment Gateway Testing
   - Secure testing of payment gateways (Stripe, PayPal) for smooth transactions.
   - Ensure PCI DSS compliance and secure payment processing.
3. Integration with App and Play Store
   - Prepare app for submission to Apple App Store and Google Play Store.
   - Perform final checks on iOS and Android platforms (compatibility, performance).
4. Deployment
   - Deploy website and app to production environments.
   - Configure servers and cloud solutions for optimal performance.

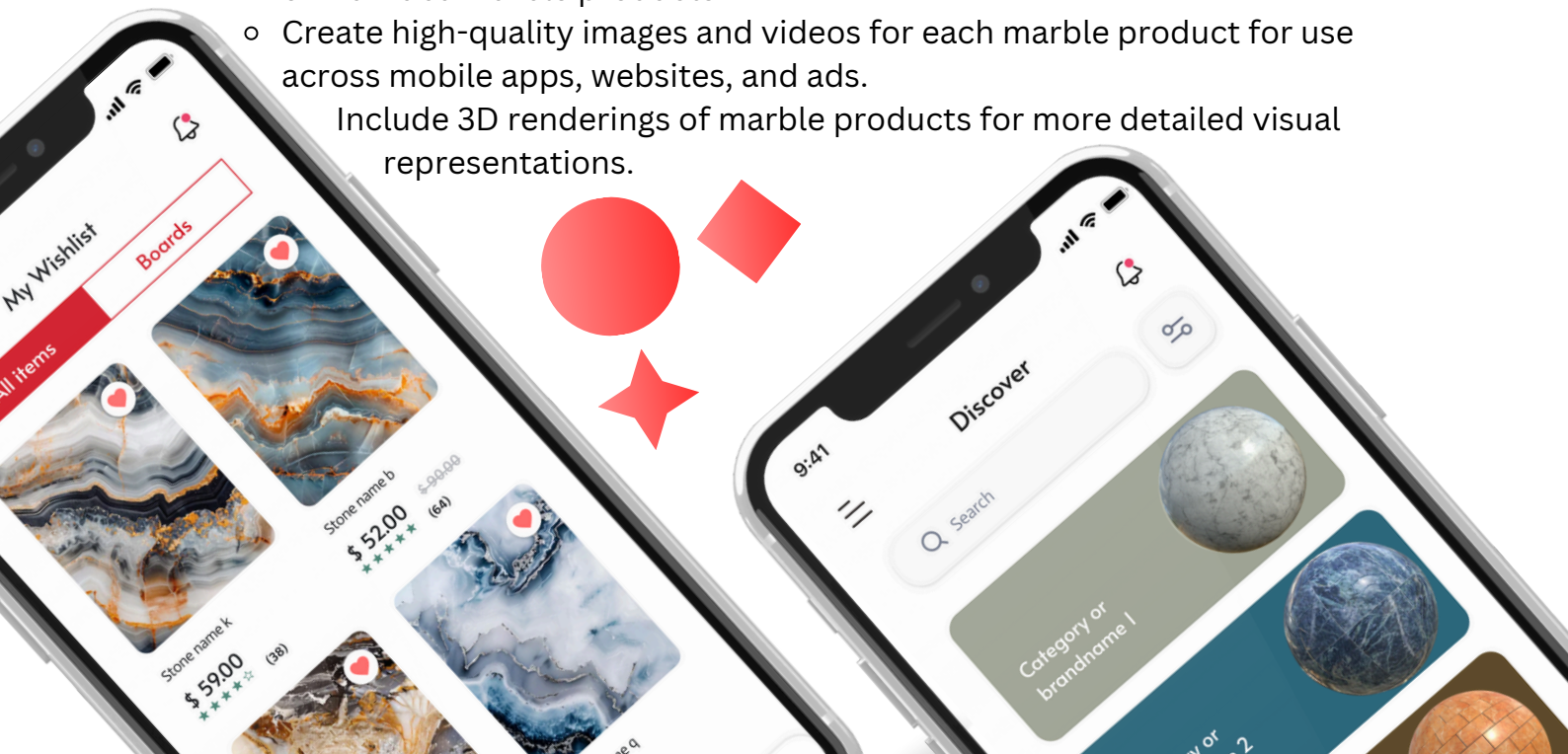
2
Running the system
(Application)

Phase 1: Publishing & Launch

1. Publishing on App Stores
   - Submit the app to the App Store and Google Play Store.
   - Implement app store optimization (ASO) strategies to ensure maximum visibility.
2. Website Launch
   - Launch the responsive website and integrate it with the mobile apps.
   - Provide a secure, easy-to-use login and registration system for customers.
3. Post-Launch Monitoring & Bug Fixes
   - Monitor app performance and user feedback.
   - Address any bugs, crashes, or glitches reported by users.

Phase 2. Content and Product Management

1. Product Management
   - Upload detailed product descriptions, high-resolution images, and product videos showcasing the marble products.
   - Organize products into categories, including material type (e.g., granite, marble, quartz), finishes, and sizes.
2. Content Creation
   - Develop written content that highlights the unique qualities and use cases of Marhaba Marble products.
   - Create high-quality images and videos for each marble product for use across mobile apps, websites, and ads.
   - Include 3D renderings of marble products for more detailed visual representations.



Phase 3. Marketing Strategy

1. Advertising Campaigns
   - Create targeted ads on Google, Facebook, Instagram, and other social media platforms to reach architects, designers, contractors, and home builders.
   - Use Google Ads and Facebook Ads for re-targeting ads based on user activity.
2. Influencer and Affiliate Marketing
   - Partner with influencers in the design, architecture, and home improvement sectors to showcase Marhaba Marble's products.
   - Establish affiliate marketing programs to encourage industry professionals to recommend products in exchange for a commission.
3. 3D/VR/AR Experiences
   - Develop immersive experiences where customers can view marble samples in 3D or augmented reality (AR) within their own spaces using their mobile phones.
   - Utilize VR to provide virtual tours of showrooms, installations, or workshops.
4. SEO & Content Marketing
   - Optimize the website for search engines (SEO) to drive organic traffic.
   - Publish articles, case studies, and blog posts about marble trends, design ideas, and project tips.
5. Email Marketing
   - Send out newsletters, promotions, and product launches to subscribed customers.
   - Create personalized email campaigns based on customer purchasing behavior and preferences.

Phase 4. Analytics & Optimization

1. Sales Analytics
   - Regularly track and analyze sales data, customer behavior, and purchasing patterns using Google Analytics, Firebase, or custom reporting tools.
2. App Analytics
   - Monitor app usage, user flow, and performance to continuously optimize the user experience.
   - Implement A/B testing for features like checkout process, UI elements, and product presentation.
3. Customer Feedback & Iteration
   - Collect customer feedback through surveys, ratings, and reviews on the app and website.
   - Use feedback to refine product offerings and improve the app functionality.

Phase 5: Planning the Delivery Boy App and Merchant App

1. **Delivery Boy App Features**

- Login & Profile Setup: Secure login with personal details.
- Order Management: View, accept, and update orders (pickup, delivery status).
- GPS & Navigation: Optimized route guidance.
- Push Notifications: Alerts for new orders and status updates.
- Earnings & Payments: Track earnings and payouts.
- Ratings & Feedback: Rate orders and receive customer feedback.
- Order History: Keep track of past deliveries.

User Flow: Login → Accept Order → Navigate → Update Status → Complete Delivery → Payment.

2. Merchant App Features

- Login & Profile Setup: Merchant registration and store profile setup.
- Product Management: Add, edit, and manage inventory.
- Order Management: Confirm, process, and track orders.
- Promotions & Discounts: Create offers for customers.
- Reports & Analytics: Sales reports and insights.
- Push Notifications: Order updates, stock alerts, and customer feedback.
- Payments & Invoices: Track earnings and generate invoices.

User Flow: Login → Add Products → Receive Orders → Process Orders → View Reports.

3. Integration with Main App

- Real-time Updates: Sync orders and status between customer, delivery boy, and merchant.
- Notifications: Push notifications for all involved parties.
- Payment Processing: Sync payments between customer, merchant, and delivery boy.
- Customer Support: In-app communication for issue resolution.

Conclusion:

BBy following a structured development process, implementing a strong marketing strategy, and incorporating 3D, VR/AR technologies, I am excited to present a modern, sleek, and high-performance app solution for Marhaba Marble LLC. This platform will elevate the customer experience, streamline operations, and provide seamless interaction across mobile apps and the website.
With a focus on security, performance, and user experience, I am committed to handling the development, launch, and ongoing maintenance of this system.
Together, we can build a powerful digital presence that will position Marhaba Marble LLC as a market leader and drive further growth.

Warmest regards
Muneer Suruosh
hi@suruosh.se

3

Supportive Concept

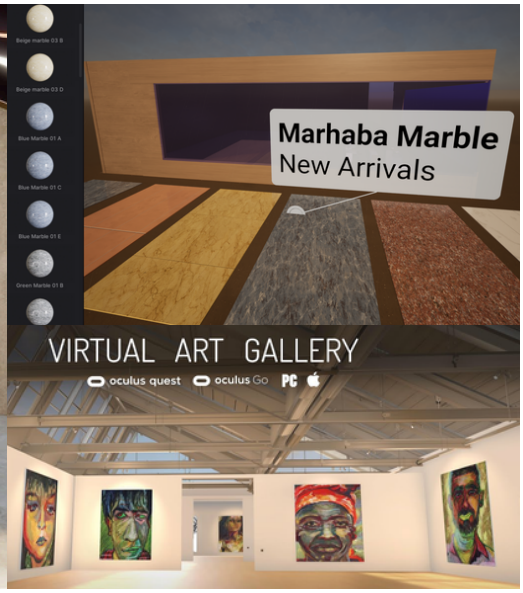
Marhaba Interactives

Innovative Creativity and Educational Integration

In addition to the core business solution, I propose an innovative concept that leverages cutting-edge technologies to create real-time virtual 3D experiences for Marhaba Marble LLC. By using tools like Unreal Engine, Twinmotion, and Oculus, we can offer interactive, virtual environments where users can engage with Marhaba Marble's products in new and exciting ways.

This concept includes virtual events that invite companies, competitors, organizations, schools, and universities to experience the brand in immersive settings.

Through motion design, 3D renderings, and creative product applications, we can showcase Marhaba Marble's offerings in virtual showrooms, allowing participants to interact with products and gain in-depth knowledge.

Moreover, this platform can serve as a gateway to educational collaboration by offering internship opportunities for students from schools and universities. By integrating Marhaba Marble into academic programs, we can create a pipeline for emerging talent in fields like design, architecture, engineering, and digital media. Interns can gain hands-on experience working with virtual reality, 3D rendering, and motion design, while the company benefits from fresh ideas and innovative solutions.

This strategy not only positions Marhaba Marble LLC as a leader in the marble industry but also embraces the future by integrating technology and education to drive growth and creativity. Through this initiative, we can expand our reach, foster talent, and create meaningful relationships with academic institutions worldwide.