

WEBSITE & AI CAPABILITY PROPOSAL

Two ways to build a website that keeps working.

Full Proposal • Managed Website + Internal AI Capability

Prepared for

Maypreen Sdn. Bhd. × ecoMINIM®

Prepared by AINNA

September 2026

Science. Care. Sustainability.

Responsible manufacturing. Health-conscious product design. Sustainability by intent.

1. Proposal Purpose

This proposal formalises the two pathways presented in the Maypreen × AINNA proposal: (1) a fully managed website operated by AINNA, and (2) an internal AI capability pathway where Maypreen trains its own team to build and improve websites, dashboards and business systems with AINNA Agent.

The two pathways are not mutually exclusive. Maypreen may start with a managed website for speed, then build internal capability later, or run both models side by side.

CORE PROPOSITION
Launch quickly when speed matters. Build internal ownership when capability matters.
Combine both when Maypreen wants immediate output and long-term control.

2. Executive Overview

Maypreen already has a business story that spans products, manufacturing, ESG, company knowledge and customer engagement. The objective of this proposal is to ensure the digital layer does not become a static brochure that requires repeated external intervention for every update or new system requirement.

AINNA therefore presents two operating models. The first keeps execution with AINNA as a managed digital service. The second transfers more of the capability, infrastructure foundation and system-building workflow to the Maypreen team.

OPTION 01 — MANAGED	OPTION 02 — CAPABILITY
AINNA builds and manages the agreed website scope, including the digital structure, customer journeys, content operations, monitoring and approved AI assistance.	Maypreen trains its own team to work with AINNA Agent, using real business requirements to build one primary output and a foundation for future internal systems.

3. Desired Outcome

The proposal is designed around an operating outcome rather than a page count. The intended result is a digital presence that remains useful after launch and a clear path for Maypreen to decide how much capability should remain managed by AINNA versus owned internally.

- A professional Maypreen and ecoMINIM digital presence aligned with product, manufacturing, ESG and company information.
- Customer and business enquiry journeys that are clear, governed and maintainable.
- Content and SEO operations that can continue after launch instead of becoming stale.
- Human approval for sensitive business content and claims.
- Optional automation only after workflows are confirmed.
- A pathway for Maypreen staff to build future websites, dashboards and internal business systems with AINNA Agent.

4. Option 01 — Full Website Package

AINNA builds and manages the website with a resident AI-assisted operating layer.

This route is intended for Maypreen when the priority is a fast, professional launch with lower internal workload. AINNA remains responsible for the agreed build scope and ongoing managed operation as stated in the quotation.

4.1 Core Scope

- Professional Maypreen and ecoMINIM website.
- Product, manufacturing, ESG and company content structure.
- AI-assisted customer answers and enquiry journeys where included in scope.
- Content maintenance, monitoring and SEO operations.
- Optional automation based on confirmed business workflows.
- Human approval for sensitive business content.

4.2 Managed Operating Model

The managed model is designed so Maypreen receives the outcome without first needing to build an internal web and AI team. The level of AI capability depends on the final package and quotation.

Digital presence Responsive pages, product/service structure, company story, enquiry paths and content organisation.	Customer assistance Approved-content FAQ/search, intent support, product/service guidance or smart routing depending on scope.
Content operations Content governance, approved article support, SEO structure, internal linking and maintenance routines.	Monitoring Technical and content checks to reduce stale pages, broken links and other avoidable website issues.
Business automation Selected workflows may be added after the real business process is documented and approved.	Governance Sensitive product, ESG, certification or business statements remain subject to human review and available evidence.

4.3 AI Capability Levels Available

AINNA's current managed website reference distinguishes three levels of capability. Maypreen's final package should be selected only after scope confirmation:

Level	Reference	Primary Function	Published Price
01	Starter	AI Answers & Maintains	RM1,000 standard / RM500 SME traction offer
02	Business Website	AI Understands & Assists	RM5,000
03	NeuralOps Website	AI Operates & Automates	RM10,000

For Maypreen, the exact website package remains subject to confirmed scope, operating requirements and quotation. Hosting, AI/model usage, API credits, maintenance, integrations, domain and third-party services are not assumed to be included unless explicitly stated in the quotation.

4.4 Suitable When

- Maypreen wants the fastest route to launch or improvement.
- Internal staff should remain focused on operations rather than web/AI development.
- Maypreen prefers AINNA to manage model routing, updates and technical maintenance.
- The organisation wants defined outcomes without carrying the full operational load of the technology stack.

PATH 02

5. Option 02 — Train with AINNA Agent

Build the capability behind the website, not only the website itself.

This route is for Maypreen when the objective is to keep more digital capability inside the company. The programme trains Maypreen staff to translate business knowledge into clear requirements and use AINNA Agent to build and improve digital systems.

The programme does not aim to turn staff into programmers. Participants are expected to understand Maypreen's real business processes and learn a repeatable workflow for converting that context into practical systems.

5.1 Capability Method

01 — Understand

Identify the business problem, workflow and expected outcome.

02 — Explain

Translate business knowledge into clear system requirements.

03 — Build

Work with AINNA Agent to create the agreed digital solution.

04 — Verify

Test, improve and confirm that the system follows business rules.

REPEATABLE FLOW

Business Problem → Staff Requirement → AINNA Agent → Build → Test → Deploy

5.2 Three-Day Dedicated Programme

A dedicated, hands-on programme for one company. Participants use real Maypreen requirements and select one primary output for the three-day build.

DAY 1 — AI Agent, Business Requirement & Planning

- Introduction to AINNA Agent and the difference between an AI agent and a chatbot.
- Identify real Maypreen pain points and operating requirements.
- Requirement gathering, workflow mapping, scope definition and system planning.
- Define how the output will be verified.

Outcome: Clear requirement, structured scope and development roadmap.

DAY 2 — Hands-On Build

- Build the selected website, dashboard, internal tool or e-commerce workflow.

- Create key pages, UI blocks, structured forms and basic data flows as relevant.
- Where applicable, model catalogue/cart, checkout, payment and delivery workflows.
- Perform first functional testing and usability improvement.

Outcome: Initial working output and system foundation.

DAY 3 — Testing, Improvement & Deployment Readiness

- Review and debug the build.
- Improve user flow and content.
- Basic deployment, backup, maintenance and continuity guidance.
- Define the next module roadmap.

Outcome: Working foundation, internal capability and roadmap for future modules.

5.3 One Primary Output

The programme does not promise to build every business system in three days. Maypreen selects one primary output during planning, for example:

- Company website or structured web module.
- E-commerce prototype with catalogue, cart and checkout flow.
- Light sales, inventory or management dashboard.
- Internal form, customer database, reporting tool or simple workflow utility.
- System foundation that Maypreen can continue improving after the programme.

Production payment and delivery integrations require approved merchant accounts, API access, security review and separate implementation scope unless explicitly included.

5.4 Infrastructure Foundation

VPS / Server Application and development environment.	AINNA Agent Core AI-assisted system-building capability.
Database Foundation for structured business systems.	AI Model Routing Access to suitable models selected for speed and efficiency within the agreed allowance.
Backup Basic continuity and recovery foundation.	Security Setup Basic access and deployment hygiene.

5.5 Commercial Terms — Capability Programme

Component	Published Reference
Premium Training	RM18,000 launch offer (from RM25,000; published 28% discount).
Format	3-day dedicated programme for one SME/company.
Year 1 Infrastructure	Included within agreed hosting, storage, model and usage limits.
Year 2 Onwards	RM2,000/year base continuity and basic support.
Maypreen Premises	Optional +RM500 logistics.
Future Modules	RM5,000–RM10,000+ per defined module, indicative starting range.

5.6 Future Modules

After the initial programme, Maypreen can prioritise additional modules one at a time using the same capability foundation. Examples published in the programme include:

- Inventory Management — stock movement, reorder levels and supplier information.
- Sales Management — sales monitoring, product performance and management views.
- CRM — customer database, follow-up and opportunity tracking.
- Production Planning — production requirements, raw materials, schedules and estimated completion.
- Order Fulfilment — incoming orders, priority, fulfilment status and delay monitoring.
- Finance Management — revenue, expenses, costs and management reporting dashboards.
- HR Management — employee records, attendance, leave, claims and internal records.
- Supplier Management — suppliers, contacts, materials, pricing and purchase history.
- Marketing Management — campaign planning, content workflow and marketing performance.

DECISION FRAMEWORK

6. Comparison of the Two Paths

Consideration	Full Website Package	SME AI Capability
Who builds?	AINNA builds the agreed website scope.	Maypreen team builds with AINNA Agent after training.
Who operates?	AINNA-managed service with agreed support and maintenance.	Maypreen develops internal ownership using the agreed infrastructure foundation.
Best fit	Fast launch, lower internal workload and managed improvement.	Internal capability, knowledge ownership and future systems.
Primary outcome	A working, managed digital presence and agreed customer journeys.	Capability + infrastructure + one agreed working output.

Consideration	Full Website Package	SME AI Capability
Next step	Confirm website scope and operating requirements.	Select one primary output and prepare the team for the three-day build.

The key decision is not whether Maypreen should use AI. The decision is where Maypreen wants the operating responsibility and capability to sit: with AINNA as a managed service, inside Maypreen, or across both.

7. Hybrid Path — Managed Now, Capability Next

The proposal explicitly supports a combined path. Maypreen may launch or continue with a managed website while the internal team develops capability in parallel or at a later stage.

PHASE 1 — MANAGED OUTPUT

Confirm website scope and immediate business requirements. AINNA builds and operates the agreed digital layer.

PHASE 2 — INTERNAL CAPABILITY

Select Maypreen staff and one priority output. Run the three-day AINNA Agent programme using a real business requirement.

PHASE 3 — SHARED EVOLUTION

Maypreen handles selected internal improvements while AINNA remains available for specialised architecture, integrations or managed operations.

PHASE 4 — MODULE GROWTH

Add inventory, CRM, sales, production, fulfilment, finance or other modules one at a time based on business priority.

WHY THIS MODEL WORKS

It avoids forcing Maypreen to choose between speed and ownership. The managed website can keep working while internal capability grows.

8. Governance and Operating Principles

- Human approval remains part of sensitive business content and claims.
- Automation is introduced only for confirmed workflows and approved operating rules.
- AI/model usage should be proportional to the task; routine work does not need an LLM by default.
- Production integrations require valid accounts, credentials, API access and appropriate security review.
- Business data, system permissions, backups and deployment responsibilities must be documented in the final scope.
- Any claim involving product, environmental or certification information remains subject to the evidence and validity applicable to each product or company record.

9. Commercial Reference

Item	Published Reference	Commercial Note
AINNA Business Website	RM5,000 one-time	Standard reference for AI Understands & Assists. Final Maypreen scope to be confirmed.
AINNA NeuralOps Website	RM10,000 one-time	Standard reference for AI Operates & Automates. Hosting, AI/API usage, maintenance and integrations are separate where applicable.
SME AI Capability Programme	RM18,000 one-time	Launch offer from RM25,000. Includes three-day dedicated training and first-year infrastructure within agreed limits.
Year 2 infrastructure	RM2,000 / year	Base continuity and basic support; heavy AI usage and third-party services are separate.
Training at Maypreen premises	+RM500	Optional logistics add-on.
Future business modules	RM5,000–RM10,000+ / module	Indicative range; scope, integrations, migration and security requirements may increase cost.

These values are current published AINNA service references and are included to support decision-making. They are not a substitute for a Maypreen-specific written quotation. Final pricing depends on the agreed scope, integrations, operating requirements, usage limits and third-party services.

10. Key Assumptions and Exclusions

- Maypreen will provide or approve the business content, product records, policies and other source material required for implementation.
- Third-party fees, merchant accounts, domains, external APIs, payment gateways, courier services and high-volume AI/model consumption are not included unless stated in the final quotation.
- Complex integrations, data migration, production ERP links, custom security requirements and substantial new modules require separate scoping.
- The AI Capability Programme produces one agreed primary output during the three-day programme; it is not an unlimited development engagement.
- Published examples are reference capabilities and must not be treated as commitments until included in the final written scope.

11. Proposed Next Step

1. Confirm whether Maypreen's immediate priority is a managed website, internal capability, or a staged hybrid approach.
2. For the managed path: confirm website scope, customer journeys, content responsibility, integrations and operating support requirements.
3. For the capability path: nominate participants and select one primary output for the three-day build.

4. Issue a final written scope, timeline, responsibilities, commercial quotation and acceptance criteria before implementation.

DECISION STATEMENT

Start with the outcome Maypreen needs next — then choose who should operate the capability.

12. Closing

Maypreen can move forward without treating digital development as a one-time website project. The managed route provides immediate execution; the capability route develops internal ownership; the hybrid route allows both to coexist. The next step is to choose the operating model and define the first measurable output.

MAYPREEN × AINNA

From digital presence to a capability that keeps working.

Reference basis: Maypreen × AINNA proposal page and linked AINNA managed website / SME AI Capability programme pages, reviewed 23 September 2026.