

MARA CAMP SHOPPING & DELIVERY

Website Master Write-Up / Concept & Functional Specification

YOUR SHOPPING. DELIVERED TO CAMP.

A mobile-first personal shopping and camp delivery platform for staff working in safari camps, lodges, hotels, conservancies and other businesses around the Maasai Mara.

**Core experience: SHOP → CONFIRM ORDER → WE SHOP → WE
DELIVER → PAY ON DELIVERY**

1. WEBSITE CONCEPT

Purpose

Create a modern, professional, mobile-first online shopping and personal delivery platform designed specifically for staff members working in safari camps, lodges, hotels, conservancies and other businesses around the Maasai Mara.

The problem

Many camp employees spend most of their working time inside remote camps. Because of distance, work schedules, transport limitations and limited free time, they rarely get an opportunity to travel to Mara River Shopping Centre or nearby shopping areas to purchase personal necessities.

The solution

Customers browse available products online, place an order, provide their camp and contact details, and the shopping team purchases the items on their behalf and delivers them directly to their camp. The customer pays when the order is delivered.

2. BRAND POSITIONING

Brand feeling

The platform should feel like a trusted local service created specifically for people working in the Mara. It should communicate convenience, trust, reliability, speed, local knowledge, camp-to-camp delivery, easy ordering and pay-on-delivery.

Primary tagline

"YOU STAY AT CAMP. WE SHOP FOR YOU."

Supporting phrases

"Your shopping delivered to the Mara."

"From Mara River to your camp."

"Shop from camp. We bring it to you."

"Too busy to leave camp? We've got you covered."

3. HOMEPAGE

Hero section

YOUR SHOPPING. DELIVERED TO CAMP.

No time to travel to Mara River Shopping Centre? Shop from your phone, send us your order and we'll purchase your items and deliver them directly to your camp.

Buttons

SHOP NOW HOW IT WORKS

Hero visual

Use strong imagery showing shopping bags or a delivery vehicle heading toward a safari camp, communicating the connection between the shopping centre and remote camps.

4. HOW IT WORKS

Step 1 — SHOP

Browse products available from partner shops and suppliers around Mara River Shopping Centre. Add everything needed to the cart.

Step 2 — PLACE YOUR ORDER

Enter name, phone number, camp, location and delivery instructions. Review and submit.

Step 3 — WE SHOP FOR YOU

The shopping team receives the order, purchases requested items and prepares them. If availability or price changes materially, contact the customer for confirmation.

Step 4 — WE DELIVER & YOU PAY

Shopping is delivered directly to the camp. Customer pays upon receiving the order.

5. WHY USE OUR SERVICE?

SAVE TIME

No need to spend limited free time travelling to Mara River.

SHOP FROM ANYWHERE

Place an order using a phone while at camp.

CAMP DELIVERY

We bring shopping directly to the camp.

PAY ON DELIVERY

Avoid complicated advance-payment processes.

PERSONAL SHOPPING

Request several different items from different shops.

CONVENIENT

Order when something is needed and let the team handle the trip.

6. SHOPPING CATEGORIES

GROCERIES

Bread, milk, sugar, tea, coffee, flour, rice, cooking oil, cereals, biscuits, snacks, sweets, spices, canned foods, drinking water, soft drinks and juice.

PERSONAL CARE

Soap, toothpaste, toothbrushes, shampoo, lotion, deodorant, sanitary products, hair products, skin-care products, shaving products, tissues and wet wipes.

HOUSEHOLD ITEMS

Washing powder, dishwashing soap, fabric softener, sponges, cleaning products, garbage bags, batteries, matches, candles, kitchen supplies and storage containers.

CLOTHING & PERSONAL ITEMS

T-shirts, socks, innerwear, caps, sandals, shoes, jackets, rainwear and personal accessories.

ELECTRONICS & ACCESSORIES

Phone chargers, charging cables, earphones, power banks, batteries, phone accessories and USB accessories.

MEDICAL & WELLNESS ESSENTIALS

Everyday non-prescription wellness and first-aid necessities where legally appropriate, such as plasters, bandages, antiseptic products, personal hygiene products and basic first-aid supplies.

CAMP ESSENTIALS

Torch batteries, flashlights, rain gear, socks, personal food, snacks, drinks, charging accessories, toiletries and laundry supplies.

7. CAN'T FIND WHAT YOU NEED?

Feature

Not every item needs to appear in the catalogue. Add a prominent REQUEST AN ITEM function.

Example

Customers can type: "2 packets of Unga, 1kg"; "1 bottle of shampoo"; "Phone charger for Samsung"; or "Pair of black size 42 shoes."

Custom request form

FULL NAME • PHONE NUMBER • CAMP / LODGE • DELIVERY LOCATION • ITEM NEEDED • QUANTITY • PREFERRED BRAND • SPECIAL INSTRUCTIONS • MAXIMUM BUDGET (OPTIONAL)

8. SHOPPING CART & CHECKOUT

Cart

Allow customers to add/remove products, change quantities, see estimated subtotal, add instructions and proceed to checkout.

Cost display

Show PRODUCT COST, DELIVERY FEE, SERVICE/SHOPPING FEE and ESTIMATED TOTAL. Where prices can change, clearly label the amount as an estimate.

Checkout fields

FIRST NAME • LAST NAME • PHONE NUMBER • CAMP / LODGE NAME • DELIVERY LOCATION • OPTIONAL GPS/PIN LOCATION • ORDER NOTES • PREFERRED DELIVERY TIME.

Payment

Primary checkout option: PAY ON DELIVERY.

Confirmation

After submission, show “ORDER RECEIVED!” with an order number such as MARA-10452 and explain that the team will contact the customer to confirm details.

9. CAMP DIRECTORY & DELIVERY ZONES

Camp directory

Customers should select their camp from a maintained list, with an “Other” option for camps not yet listed.

Delivery zones

Create configurable zones such as Zone 1 — Nearby Camps, Zone 2 — Mid-Distance Camps and Zone 3 — Remote Camps. Each zone can have its own delivery fee.

Admin control

Delivery fees and zones must be editable from the admin dashboard without redesigning the website.

10. ORDER TRACKING

Tracking

Let customers enter an order number and phone number to view order progress.

Statuses

ORDER RECEIVED → ORDER CONFIRMED → SHOPPING IN PROGRESS → SHOPPING COMPLETED → OUT FOR DELIVERY → DELIVERED.

11. CUSTOMER NOTIFICATIONS

Order confirmation

“Hello [Customer Name], your Mara Camp Shopping order #MARA-10452 has been received. We are preparing your shopping request and will contact you shortly.”

Dispatch

“Your order #MARA-10452 is on the way to your camp.”

Delivery

“Your order has been delivered. Thank you for using Mara Camp Shopping.”

Channels

Use WhatsApp or SMS where technically possible.

12. WHATSAPP ORDERING

Main feature

Because WhatsApp is widely used in Kenya, integrate WhatsApp prominently with a floating ORDER VIA WHATSAPP button.

Cart-to-WhatsApp

Allow customers to send their cart to WhatsApp with the item list, quantities, name, camp and phone number automatically included in the message.

Direct ordering

Customers who prefer not to use the website can contact the shopping team directly.

13. PAY ON DELIVERY

Main message

SHOP NOW. PAY WHEN WE DELIVER.

Explanation

Place an order, let the team shop, and pay when the shopping reaches the camp.

Payment methods

Support whatever the business chooses, such as Cash, M-PESA and other approved payment methods. Keep payment options configurable.

14. PERSONAL SHOPPING SERVICE

Premium service

NEED SOMETHING SPECIAL? Customers can request an item that is not listed. The team checks local shops around Mara River, confirms availability and price, purchases it and delivers it.

Button

REQUEST PERSONAL SHOPPING

15. BUSINESS MODEL

Product margin

Products can be sold at a small markup.

Shopping fee

Charge a fee for personal shopping requests.

Delivery fee

Charge based on camp location.

Special request fee

Complex shopping requests may attract an additional service fee.

Admin controls

All fees should be configurable.

16. ADMIN DASHBOARD

Order management

View and filter orders by New, Confirmed, Shopping, Ready, Out for Delivery, Delivered and Cancelled.

Product management

Add, edit and delete products; change prices; upload images; assign categories; mark unavailable.

Camp management

Add and edit camps, delivery zones and delivery fees.

Customer management

View customer information necessary to fulfil orders.

Shopping requests

Manage custom requests not listed in the catalogue.

Delivery management

Assign deliveries and track delivery status.

Payment management

Record amount due, amount received, payment method, payment status and outstanding balances.

17. DELIVERY STAFF DASHBOARD

Delivery view

Show customer name, phone, camp, delivery location, order number, items, amount to collect and special instructions.

Status updates

ACCEPTED → PICKED UP → ON THE WAY → DELIVERED → UNABLE TO DELIVER.

Proof of delivery

Record delivery time, delivery person, order number and amount collected. Where appropriate, allow customer confirmation through a PIN or digital confirmation.

18. CUSTOMER ACCOUNT

Optional accounts

Customers may create accounts, but guest checkout should remain available.

Dashboard

MY ORDERS • FAVOURITE PRODUCTS • SAVED CAMP • PREVIOUS ORDERS • REORDER • PERSONAL SHOPPING REQUESTS • DELIVERY HISTORY.

19. REORDER & WEEKLY SHOPPING

Reorder

Add a one-click REORDER function for previous purchases.

Weekly shopping

Allow customers to build a regular shopping list and submit it as a new order for confirmation rather than charging automatically.

Example list

Bread • Milk • Sugar • Tea • Snacks • Soap • Toothpaste • Washing powder

20. DESIGN & MOBILE EXPERIENCE

Mobile-first

Design primarily for smartphones, with large buttons, simple navigation, fast loading, minimal typing, WhatsApp integration, easy cart access and clear checkout.

Connectivity

Keep pages lightweight enough to remain usable with slower internet connections. Avoid unnecessarily large videos and heavy animations.

Visual identity

Use a sophisticated combination of earthy green, safari-inspired neutral tones, warm beige, white, dark charcoal and subtle gold accents.

Important distinction

This is a LOCAL SHOPPING AND DELIVERY PLATFORM, not a tourist booking website.

21. TRUST & CUSTOMER EXPERIENCE

Local positioning

Emphasize that the service understands camp locations, long distances, busy work schedules, limited free time, local shopping availability and delivery challenges.

Brand promise

The customer should feel they have a personal shopper in Mara River who is only a few taps away.

Core question

“Can I get what I need without leaving camp?” The answer should be: YES.

22. TERMS & ORDER RULES

Rules

1. Product availability may vary.
2. Prices may change depending on supplier pricing.
3. Customers will be contacted where major substitutions or price changes are required.
4. Delivery times may vary because of weather, road conditions, camp location and order volume.
5. Customers should provide accurate camp and contact information.
6. Some remote locations may have additional delivery charges.
7. Orders should be confirmed before shopping begins.
8. Customers should inspect orders upon delivery.
9. The business should establish and display its own cancellation and returns policy.

23. OPTIONAL URGENT REQUEST

Feature

NEED IT URGENTLY? Allow customers to request urgent delivery, subject to distance, current schedule, weather, road conditions and availability.

Admin

The admin should approve or reject the request and apply an appropriate fee where applicable.

24. FUTURE EXPANSION

Possible services

Camp supplies • Staff uniforms • Laundry pickup and delivery • Parcel delivery • Pharmacy pickup where legally permitted • Electronics • Food orders • Restaurant delivery • Grocery subscriptions • Camp-to-camp courier services • Staff transport coordination • Special occasion shopping.

Initial focus

Keep the first version strongly focused on PERSONAL SHOPPING + CAMP DELIVERY.

25. FINAL CALL TO ACTION

Homepage CTA

TOO BUSY TO GO SHOPPING?

Don't wait for your next day off. Order what you need from Mara River and have it delivered directly to your camp.

Buttons

SHOP NOW ORDER VIA WHATSAPP

Supporting text

"Your time matters. Let us handle the shopping."

26. FOOTER

Links

ABOUT US • HOW IT WORKS • SHOP • PERSONAL SHOPPING • DELIVERY INFORMATION • CAMP LOCATIONS • FAQ • CONTACT US • ORDER VIA WHATSAPP • CUSTOMER SUPPORT • TERMS & CONDITIONS • PRIVACY POLICY • SOCIAL MEDIA

27. TECHNICAL REQUIREMENTS

Core functionality

Product catalogue • categories • search • shopping cart • checkout • guest checkout • customer accounts • camp database • delivery zones • delivery fee calculation • custom shopping requests • order management • order tracking • WhatsApp integration • notifications • payment-on-delivery workflow • payment recording • delivery staff dashboard • admin dashboard • product management • customer management • camp management • order history • reorder functionality • responsive mobile-first design.

Future readiness

The architecture should allow M-PESA or another payment provider to be integrated later, even though PAY ON DELIVERY is the initial primary payment method.

28. CORE BRAND PROMISE

Final statement

FROM MARA RIVER TO YOUR CAMP.

YOU STAY. WE SHOP. WE DELIVER.

Experience

Open the website → shop → order → the team handles the rest. The platform should feel like having a personal shopper in Mara River who is only a few taps away.