

■ Proposal · Student and Driver Management Platform

SafarDesk: a school transport management system for a student transport company in Kuwait

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The product

SafarDesk

Prepared for

A student transport company in Kuwait (about 60 vehicles, 60 staff and 700 students)

Prepared by

Althameem Ali, co-founder, Marketlube

Date

10 October 2026

Valid until

9 November 2026

Take the 58-second tour



Watch the 58-second tour at marketlube.in/proposals/school-transport-management-system-kuwait

A short narrated tour of SafarDesk's sample screens: the dashboard, students, the driver's app, fees, vehicles and fuel, payroll and reports, all with made-up data. The voice-over is AI-made.

At a glance

Vehicles 60	Staff 60	Students 700
Total price INR 2,50,000	Delivery Within 4 weeks	Maintenance and hosting From month 4: INR 2,000 to 4,000 a month, or less, depending on usage

In short

Total cost: INR 2,50,000, including the first 3 months of server charges.
Time: the whole system within 4 weeks, and a first draft within 4 to 7 days of starting.

Annual maintenance: from month 4, INR 2,000 to 4,000 a month, or less, depending on usage. That is INR 24,000 to 48,000 a year. Hosting fees: included in the maintenance, with no separate hosting bill. Only the domain is extra, about INR 1,000 to 2,000 a year.

What you get: SafarDesk, one cloud system for all seven of your needs, from student registration to accounts. It works on a phone, as an app that installs from the browser, and on a desktop computer, from anywhere. "Safar" means a journey in Arabic and Urdu. SafarDesk is a working name, and we can put your company's name on it.

Who builds it: SafarDesk is a ready product on the Xale platform (reported by our team): students, fees, trips, drivers, payroll and accounts configured on the same workspaces, roles, automations and AI that run Xale CRM, by the team that built Xale CRM and the ERP that runs ReelsBuddy, our own video production company. The platform runs today, which is why SafarDesk's own parts can be configured and added for your company within 4 weeks. No transport company runs it yet. For ZAJEL, a courier in Dubai, we designed its app and customs portal and supported their development. You can read about each one below.

What you asked for, and what you get

Each of your 7 needs, in your words, and the part of SafarDesk that does it.

1

You asked for

Student registration and account management

You get

Students and accounts

- ✓ Each student registered with a unique student ID, like STU-24017
- ✓ The home address in Kuwait's format: area, block and street
- ✓ School, class timings, route, bus and pickup point for every student
- ✓ A fee account for each student: billed, paid and still due
- ✓ A login for each student, with the student ID and a password

2

You asked for

Monthly fee collection and outstanding payment tracking

You get

Fees and dues

- ✓ Monthly fees for every student, set by your own fee rules
 - ✓ Payments by cash, cheque or bank transfer, each with a receipt
 - ✓ Who has paid this month, and who still owes
 - ✓ Unpaid fees by student, and by how many months late
 - ✓ Fee reminders, ready to print
-

3

You asked for

Daily class and attendance management

You get

Daily trips and attendance

- ✓ Morning and afternoon trips on every route, Sunday to Thursday
- ✓ Pickup and drop times that follow each school's class timings
- ✓ Each student marked picked up or absent, on the driver's phone
- ✓ Today's attendance on the office dashboard, as the buses run
- ✓ Daily and monthly attendance reports

4

You asked for

Vehicle and driver management

You get

Vehicles and drivers

- ✓ Every vehicle with its seats, route and service dates
- ✓ Drivers and bus attendants by staff ID, with licence details
- ✓ The driver and attendant on every trip, on record
- ✓ Alerts before a service is due, or a driving licence or insurance runs out

5

You asked for

Employee salary and payroll management

You get

Salaries and payroll

- ✓ Every staff member by role and staff ID: drivers, attendants and office
- ✓ Basic pay, allowances and deductions, such as advances and unpaid leave
- ✓ Monthly payroll to check and approve
- ✓ A payslip for every staff member

6

You asked for

Vehicle expenses, fuel and maintenance records

You get

Fuel, expenses and maintenance

- ✓ Fuel for each bus: litres, cost and the odometer reading
- ✓ Service and repair records, with the next service date
- ✓ Other costs, such as tyres, cleaning, insurance and permits
- ✓ What each vehicle costs to run, every month

7

You asked for

Complete accounting and financial reports

You get

Accounts and reports

- ✓ Every income and expense in one place, with cash and bank balances
- ✓ Profit and loss for every month, and for the year
- ✓ Profit by route, so you can see which routes earn more
- ✓ Every report ready to download as Excel or PDF

Who logs in, and what they see

Owner or admin

Logs in with

Staff ID and a password, on desktop or phone

Sees

Everything The live dashboard All reports
Alerts and renewals Who sees what

Accounts

Logs in with

Staff ID and a password, on desktop

Sees

Fees and payments Receipts
Payroll and payslips Expenses
Accounts and reports

Transport manager

Logs in with

Staff ID and a password, on desktop or phone

Sees

Routes and trips Attendance
Vehicles and service dates Fuel and repairs
Drivers and attendants

Driver

Logs in with

Staff ID, like DRV-012, and a password, on the phone app

Sees

Today's route, stop by stop
Picked up or absent, per student
Odometer and fuel

Student or parent

Logs in with

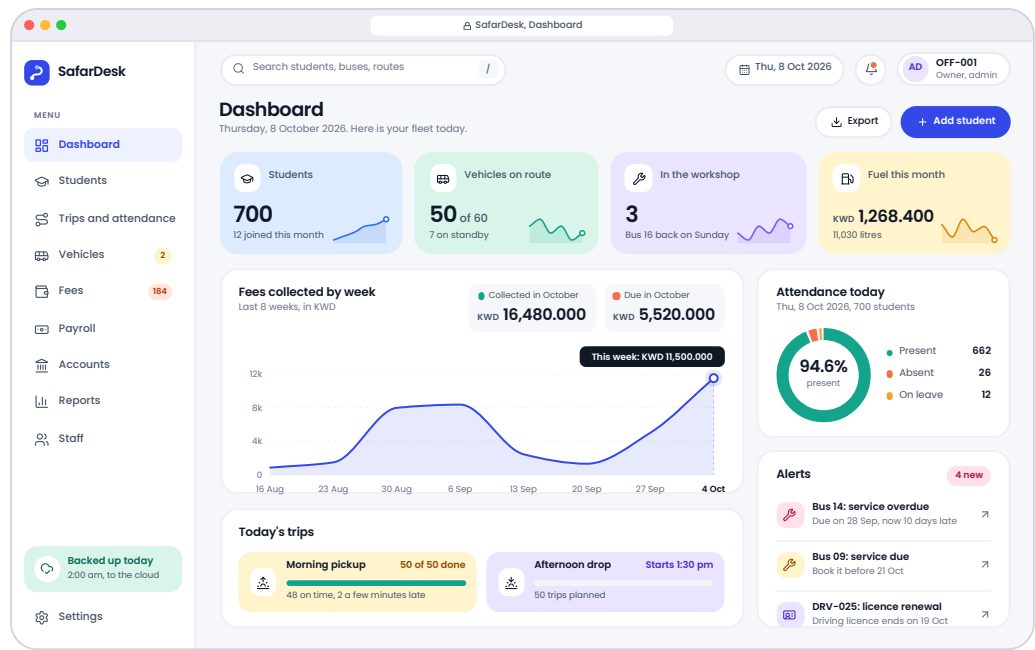
Student ID, like STU-24017, and a password, on the phone app

Sees

Bus, route and pickup time
Driver and attendant Attendance
Fees: paid or due

Sample screens

What each person sees, screen by screen. Every screen uses made-up data.



SAMPLE SCREEN WITH MADE-UP DATA

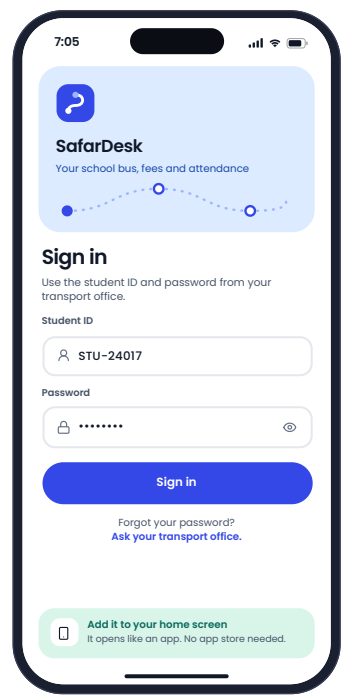
The owner's dashboard Owner or admin

The whole company on one screen: buses on the road, today's attendance, fees collected and still due, fuel spend, and alerts for services and renewals.

SAMPLE SCREEN WITH MADE-UP DATA

Student login Student or parent

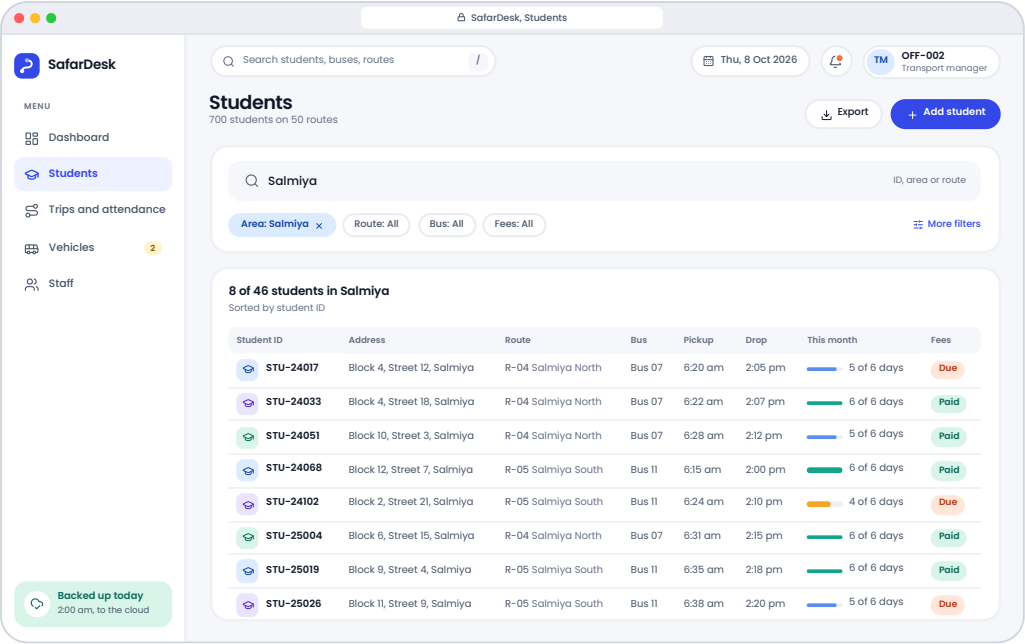
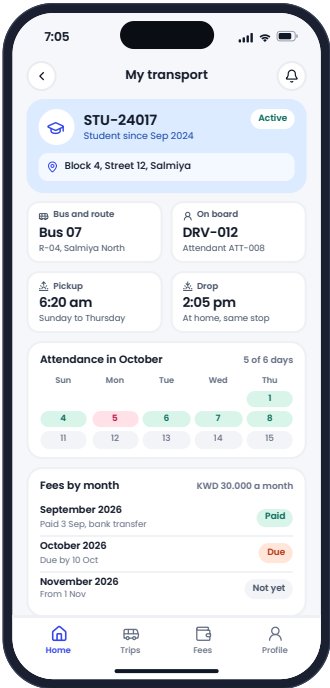
Students and parents log in with the student ID and a password. The app installs from the browser, with no app store needed.



SAMPLE SCREEN WITH MADE-UP DATA

A student's record Student or parent

The bus and route, the driver and attendant, the pickup time, attendance this month and fees by month, in one place.



SAMPLE SCREEN WITH MADE-UP DATA

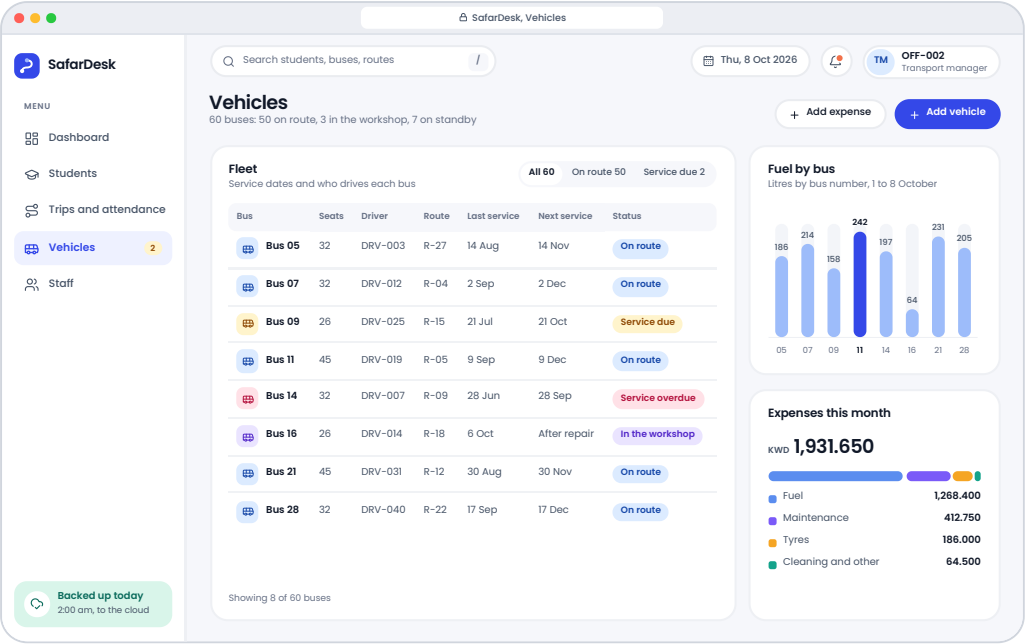
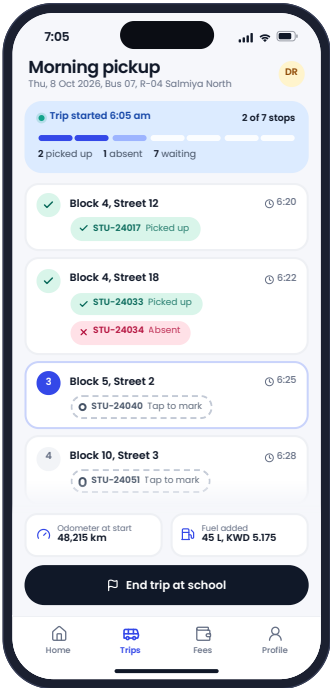
Student search Transport manager

Search by area, route or student ID. Each result shows the bus, pickup time and fee status, and opens the full record.

SAMPLE SCREEN WITH MADE-UP DATA

The driver's day Driver

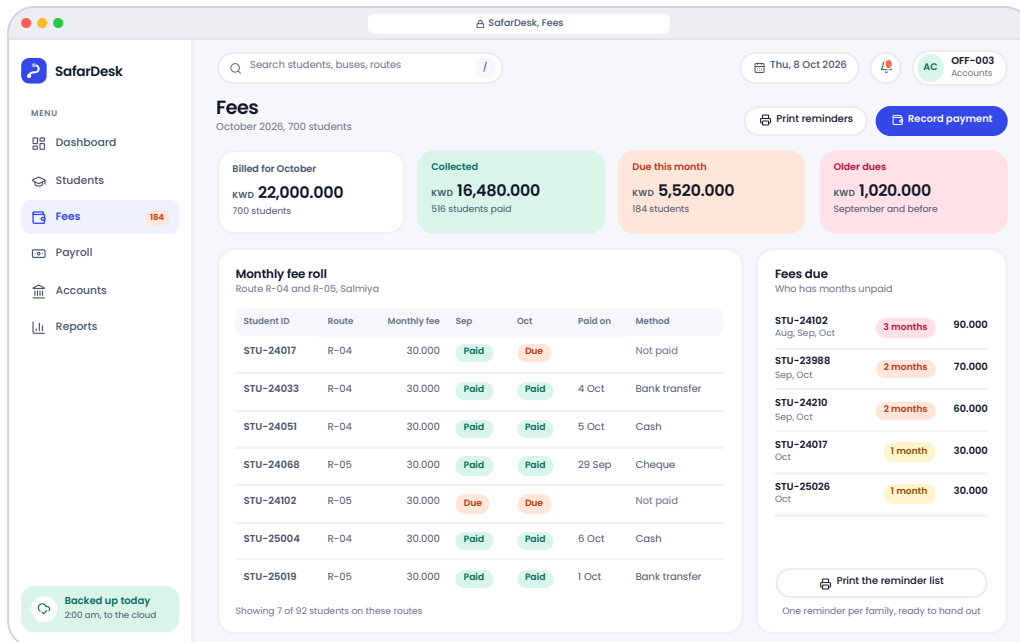
Today's route, stop by stop. The driver marks each student picked up or absent, and notes the odometer and the fuel added.



SAMPLE SCREEN WITH MADE-UP DATA

Vehicles, fuel and maintenance Transport manager

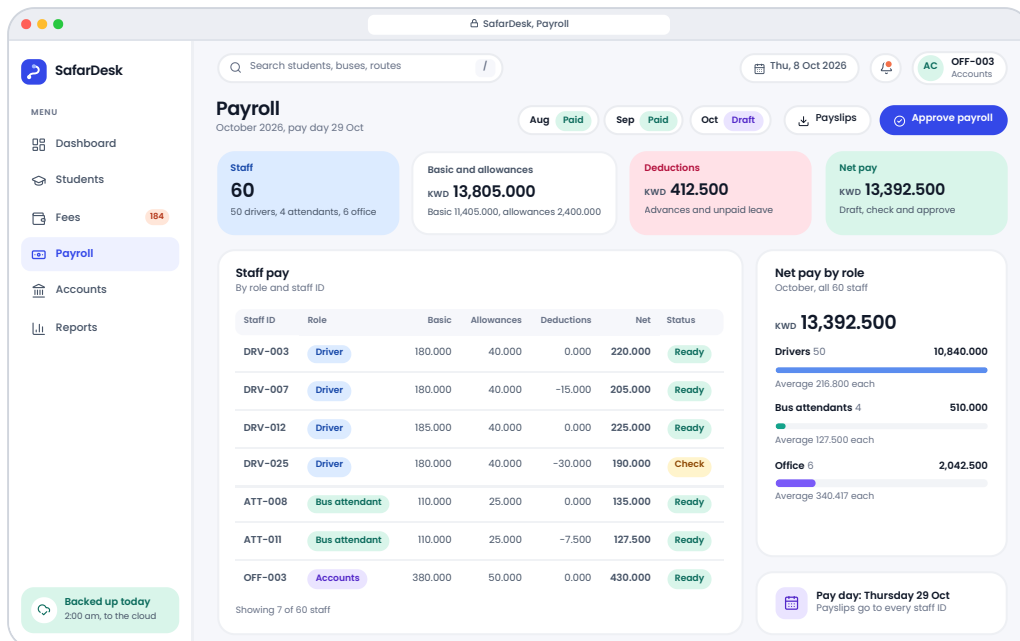
Every bus with its driver, route and service dates, the fuel each bus used, and this month's running costs.



SAMPLE SCREEN WITH MADE-UP DATA

Fees and dues Accounts

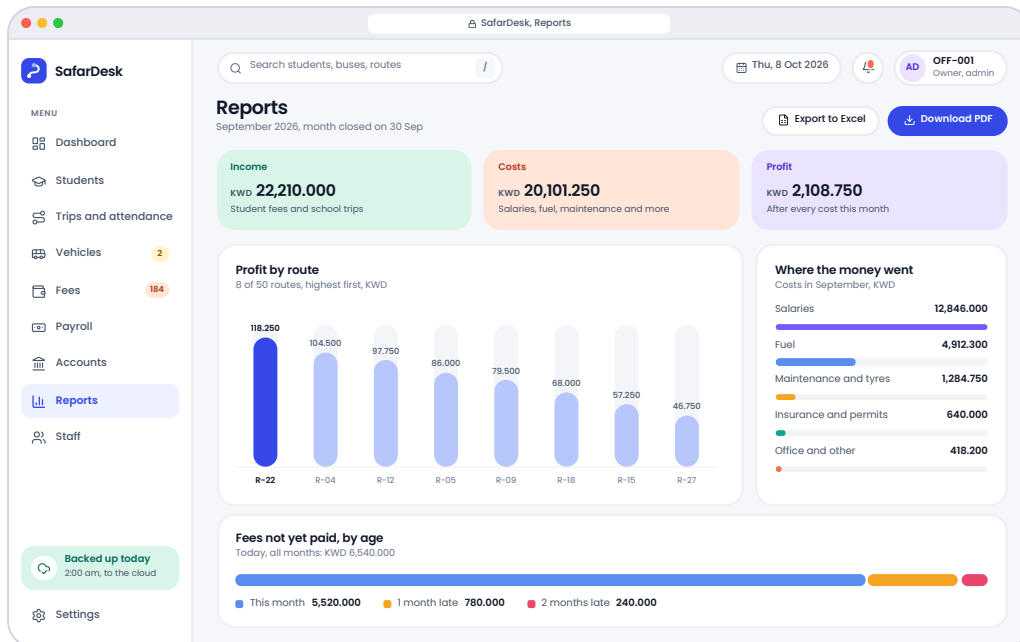
This month's fee roll: who has paid, when and how, and who still owes, with the months unpaid and reminders to print.



SAMPLE SCREEN WITH MADE-UP DATA

Payroll Accounts

All 60 staff by role and staff ID: basic pay, allowances and deductions, then net pay to check and approve, with payslips.



SAMPLE SCREEN WITH MADE-UP DATA

Reports Owner or admin

The month's income, costs and profit, profit by route, and unpaid fees by how late they are, ready as Excel or PDF.

A day with SafarDesk

6:00 am	Drivers open SafarDesk on their phones and see today's route, stop by stop.
6:20 am	At each stop, the driver or bus attendant marks every student picked up or absent.
7:15 am	Buses reach school. The owner's dashboard shows every trip, who travelled and who was absent.
9:00 am	Accounts records fee payments by cash, cheque or bank transfer, and prints the receipts.
11:00 am	The transport manager checks fuel and repair costs, and sees which buses are due a service.
1:30 pm	Afternoon trips start, and attendance is marked again at every stop.
4:00 pm	The office checks the day: trips, attendance, fees collected and fees still due.
Month end	Payroll is checked and approved, payslips are ready, and the month's profit and loss is one click away.

How it is built

A fast phone app, no app store needed

SafarDesk installs from the browser. On Android, open the link in Chrome, tap the menu, then Install. On iPhone, open it in Safari, tap Share, then Add to Home Screen. It opens like any other app and is built to be quick on an everyday phone.

A desktop web app for the office

The office works in any browser, on any computer, at work or at home. It is one system with one set of data, so the phones and the office always match.

Cloud hosting

SafarDesk runs on the Xale platform, hosted on Amazon Web Services (AWS) (reported by our team). Your workspace is kept apart from every other, and Xale's team helps inside your workspace when you ask for onboarding or support, as [xale.in](#) describes it. If your contract needs the hosting location in writing, ask and we get it from Xale.

Daily automatic backups

Your data is backed up to the cloud automatically every day, so it can be restored if something goes wrong.

Safe logins

Every connection is encrypted (HTTPS), as in online banking. Passwords are scrambled before they are stored, so no one can read them. Each person sees only what their role allows.

Your data is always yours

Everything in SafarDesk is customisable: fields, pipelines, roles, modules, automations and reports. Your data and your configuration are yours, exportable any time, in a workspace in your company's name.

Anything and everything can be customised

Every part of SafarDesk can be changed to fit the way your company works. Tell us how you work today, and we build SafarDesk around it.

- | | |
|---|--|
| ✓ Screens and fields: add, remove or rename any of them | ✓ Fee rules: by area, route or school, with your own discounts |
| ✓ Routes, stops, trips and school timings | ✓ Reports with the numbers you need, laid out your way |
| ✓ Roles: who sees what, and who can change it | ✓ Your company's name, logo and colours, with Arabic screens as an extra |

We can build other software too

Based on your needs, we can build other software for your business: accounting, ERP, CRM, HR and payroll, booking or tracking apps, and websites.

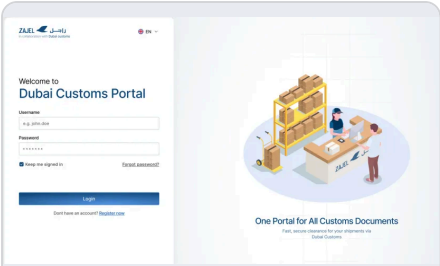
Custom software →

ERP development →

CRM development →

App development →

Work we have done



A customs portal, an app and a new website for a Dubai courier **ZAJEL**

ZAJEL is a courier in Dubai. We designed the portal its clients use for customs documents with Dubai Customs, and supported its development. We designed the ZAJEL app, where people book a delivery, track it and follow the rider live on a map, and supported its build. We also designed and built its new website.

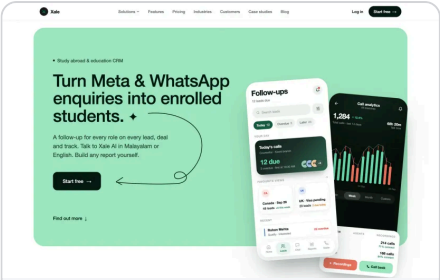
[Read the case study →](#)



ReelsBuddy, a Marketlube company **ReelsBuddy's ERP**

ReelsBuddy is our own video production company. We built its whole ERP: leads and sales, a production board, accounts, HR and hiring, and reports. It is one web app made for phones, and it installs like an app. Staff roles and daily attendance are in it too. Its team also uses a private mobile app we built on the same system, as our team reports. It has sales, projects, HR, and accounts and auditing. That app is private, so we describe it here and do not show it.

[Read the case study →](#)



Built by the team behind Marketlube **Xale CRM**

Xale is a CRM for study abroad consultancies and academies, made by Xale Private Limited in Kozhikode. It runs as a web app and an Android app. Each staff role has its own follow-ups. Access is set by stage, branch and field. Students follow their applications in a portal, and every number in a report opens the leads behind it.

[Read the case study →](#)

Skymark Education's CRM

Skymark Education, study abroad consultancy

Skymark Education's CRM

Skymark Education is a study abroad consultancy with six offices across Kerala. Our team built a CRM for it (reported by our team). Building that for a large consultancy gave us the research, the product thinking and the automation know-how that later helped us build a bigger product, Xale. Skymark moved onto Xale in March 2026, as xale.in's story of the move tells it.

[Read the case study →](#)

Timeline

Step 1

Within 4 to 7 days

The first draft of SafarDesk: the main screens, working, for you to try and comment on.

Step 2

Weeks 2 and 3

The full system: all seven parts, the phone app, the desktop web app and every role.

Step 3

Week 4

One week of testing with your team. We fix anything you find.

Step 4

Within 4 weeks

Delivery, and a walkthrough for your team.

Price

This price is valid until 9 November 2026.

Total

INR 2,50,000

In total, including 3 months of server charges.

50% advance	INR 1,25,000
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50% on completion and testing approval	INR 1,25,000
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From month 4: INR 2,000 to 4,000 a month, or less, depending on usage.

This is the annual maintenance (INR 2,000 to 4,000 a month times 12, so INR 24,000 to 48,000 a year), and it includes the server and hosting.

Domain: extra, about INR 1,000 to 2,000 a year.

All prices are in Indian rupees (INR). We can invoice in KWD at the day's rate. One fee as priced here, or as a subscription, quoted on request.

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Optional extras

KNET online fee payments

Parents pay the monthly fee online with their Kuwaiti bank card, through a payment gateway licensed by the Central Bank of Kuwait. Quoted separately.

SMS or WhatsApp alerts to parents

A message when a fee is due, or when a student is marked absent. Quoted separately.

Live bus location

The office and parents see the bus on a map, from the driver's phone, while the driver's app stays open during the trip. Quoted separately.

An Arabic interface

Every screen in Arabic, read from right to left. Quoted separately.

App Store and Play Store apps

SafarDesk in Apple's App Store and Google Play. A store app can also share the bus location with the phone's screen off. Quoted separately.

What is included

Included

- ✓ The phone app, which installs from the browser, and the desktop web app
- ✓ All seven parts, one for each of your needs
- ✓ Logins for every role, with student ID logins for students and parents
- ✓ Cloud hosting and server charges for the first 3 months
- ✓ Daily automatic cloud backups
- ✓ 1 week of testing with your team
- ✓ A walkthrough for your team at delivery

Not included

- The domain: about INR 1,000 to 2,000 a year for a .com address (a Kuwaiti .com.kw costs more, so we quote it separately)
- Maintenance from month 4: INR 2,000 to 4,000 a month, or less, depending on usage
- The five optional extras, each quoted separately
- Fees charged by payment gateways and SMS or WhatsApp providers, if you add those extras
- New features, and changes after approval, quoted separately

Terms

1. Payment: 50% advance (INR 1,25,000) to start, and 50% (INR 1,25,000) on completion and testing approval.
2. This proposal is valid for 30 days from 10 October 2026, until 9 November 2026.
3. Changes asked for after approval are quoted separately.
4. Your data and your configuration are always yours, in a workspace in your company's name, and you can export them at any time.
5. From month 4, the monthly maintenance covers the server, hosting, daily backups, security updates and fixes. New features are quoted separately.

Questions you may have

Can parents pay the fees online?

Yes, with the KNET extra. KNET is Kuwait's own debit card network. We connect SafarDesk to a payment gateway licensed by the Central Bank of Kuwait, such as Tap Payments, MyFatoorah, UPayments or Hesabe. Parents then pay with their Kuwaiti bank card. The gateway charges its own small fee on each payment. Without the extra, your office records cash, cheque and bank transfer payments in SafarDesk.

Is SafarDesk available in Arabic?

The base system is in English. An Arabic interface, with every screen in Arabic and read from right to left, is an optional extra, quoted separately.

Does it work without internet?

SafarDesk is cloud software, so it needs an internet connection to save and share data. Normal mobile data is enough. The phone app is light and opens fast, even on a weak signal. If your drivers often lose signal on their routes, tell us. We can make attendance save on the phone and send it when the signal comes back.

Who owns the data, and where is it kept?

You do. Your data and your configuration are always yours, in a workspace in your company's name, and you can export your data to Excel at any time. It is kept on the Xale platform, hosted on Amazon Web Services (AWS) (reported by our team), with an automatic backup every day. Your workspace is kept apart from every other, and Xale's team helps inside your workspace when you ask for onboarding or support, as xale.in describes it. If your contract needs the hosting location in writing, ask and we get it from Xale. Everything in SafarDesk can be customised.

Will you train our team?

Yes. At delivery, we give your team a walkthrough, role by role: the owner, accounts, the transport manager and the drivers. The driver's and the parent's screens are kept simple, so they need very little training.

What support do we get?

We look after SafarDesk after delivery. From month 4, the monthly maintenance covers the server, hosting, daily backups, security updates and fixes. Reach us on WhatsApp, by phone or by email. Our office in Kozhikode is open Monday to Saturday, 9:30 am to 6:30 pm India time, which is 7:00 am to 4:00 pm in Kuwait.

What if we grow past 60 buses?

SafarDesk grows with you. More buses, staff and students are just more records: there is no limit of 60. The monthly maintenance depends on usage, as the price section says.

Can we change things later?

Yes. Anything in SafarDesk can be changed. Fixes are part of the maintenance. New features, or changes after you approve the plan, are quoted separately, and you see the price before we start.

Next steps

- 1 Approve this proposal, on WhatsApp or by email.
- 2 Pay the 50% advance: INR 1,25,000.
- 3 Join a kick-off call. We confirm your routes, fee rules, roles and reports.
- 4 See the first draft within 4 to 7 days.

Contact

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 **Start this project**

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