

CASE STUDY · INTERIOR FITOUT · RETAIL & F&B

From scattered tools to one platform: Occasion Interiors' Digital Transformation

Design · Build · Procurement · BOQ · Approvals · Snagging

From email, WhatsApp and spreadsheets to a single system of record for design-build execution, across every store, every store, restaurant and site in the portfolio.

A design-build house for retail & F&B

Occasion Interiors FZ LLC. Turnkey interiors, delivered end to end

Occasion Interiors is a Dubai-based Design & Build fitout contractor. The team takes a space from concept and design through construction, joinery, MEP and finishing, handing over a finished store, restaurant or workplace ready to open. The business is built on repeat clients: retail and F&B groups that come back outlet after outlet.

30–150 days per fitout

AED 1M – 1.45M flagship value

5 emirates across the UAE

WHAT THEY BUILD

Retail

Supermarkets, hypermarkets & mini-marts

F&B

Restaurants, cafés & cloud kitchens

Workplace

Offices, showrooms & suites

Specialty

Gyms, salons, clinics & opticals

BRANDS THEY BUILD FOR

KP Chai

KP Mart

Golden Tasty

Grill & Chill

Night to Night

Hashim Group

Panoor

Mall Mart

Milas Mandi



Live Occasion fitouts, cafés, restaurants and retail across the UAE

Estimation and quoting lived in two worlds

The numbers were built in one tool; the client quote in another. They never met

THE GAP Estimation ran on Excel. The sales team quoted from Zoho. Two teams, two tools, no link, so every scope change had to be re-keyed by hand and reconciled across a gap.

TWO DISCONNECTED SILOS

ESTIMATION TEAM

Excel

BOQ and costing built cell by cell, rates, quantities and margins in a spreadsheet that only the estimator owned.



no link

SALES TEAM

Zoho

Client quotations raised separately, re-typed from the estimate, with no live tie back to the BOQ behind it.

WHAT IT COST

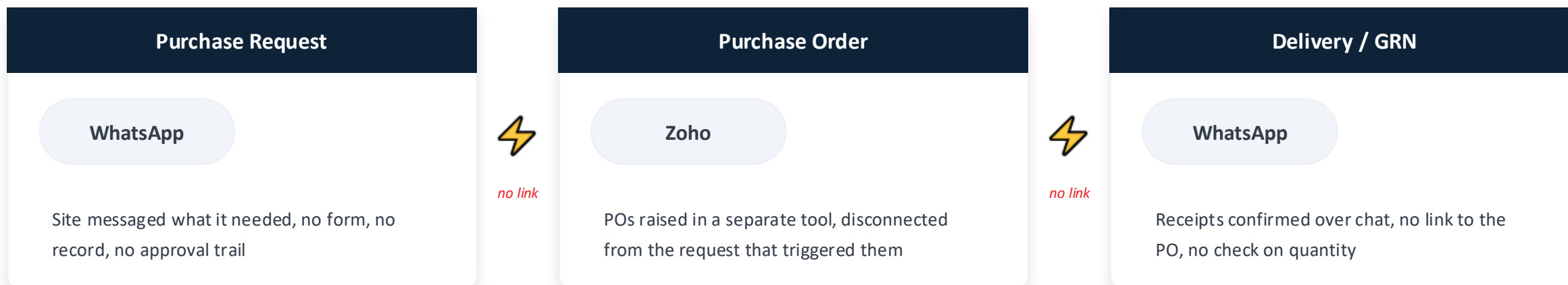
- Every scope change re-keyed in both tools
- Quote and BOQ drifted out of sync
- Reconciliation done by hand, under time pressure
- No single source for what was priced vs planned
- Communication scattered across email and chat

Procurement had no chain to follow

Requests, orders and deliveries lived on three different channels that never linked up

THE GAP Purchase requests came in over WhatsApp. Purchase orders were raised in Zoho. Deliveries and delivery notes were confirmed back on WhatsApp, with nothing tying a request to its order to what actually landed on site.

A BROKEN PROCUREMENT CHAIN



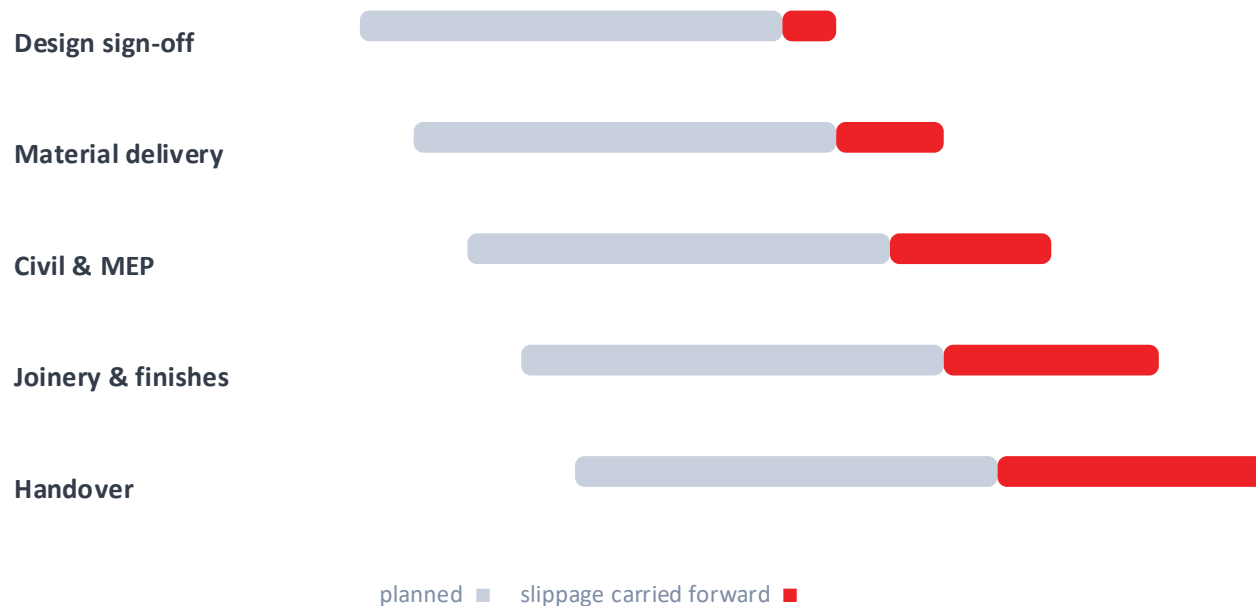
THE RESULT No one could say whether a request had been ordered, whether it had arrived, or whether it was on site, the trail simply didn't exist.

One slip, and the whole schedule moves

On a 30–150 day fitout, a delay caught late cascades through every trade that follows

THE GAP With scope, procurement and site progress all on different platforms, a slip in one place stayed invisible until it hit the site, by which point it had already pushed everything downstream.

HOW A SINGLE DELAY CASCADES



WHY IT WENT UNSEEN

Delays don't start on site

A late approval or unordered material fails quietly, upstream, days before site feels it

No shared timeline

Scope, procurement and progress sat on separate tools, no one view showed the whole run

Caught too late to mitigate

By the time a slip was visible on site, the mitigation window had already closed

BOQs built from libraries, in clicks

Categorised element libraries turned BOQ creation from a spreadsheet job into a pick-list

THE FIX Occasion built reusable, trade-categorised libraries in RDash: Civil, MEP, Joinery, Paint, Tile and more. A new BOQ is now assembled by picking approved items, not typing cells.

STEP 1 · CATEGORISED LIBRARIES

4. FLOORING	BOQ	MUHAMMED ISMAIL KK	2 Oct 2025, 12:48 pm, by MUHAMMED ISMAIL KK	1	0	
5. Safety	BOM	NASHID RASHEED	19 Jun 2025, 11:04 am, by NASHID RASHEED	1	16	
6. General Items	BOM	NASHID RASHEED	20 Jun 2025, 3:33 pm, by NASHID RASHEED	1	107	
7. Tools & Equipments	BOM	NASHID RASHEED	20 Jun 2025, 4:22 pm, by NASHID RASHEED	1	94	
8. Tile	BOM	NASHID RASHEED	20 Jun 2025, 4:22 pm, by NASHID RASHEED	1	44	
9. Joinery	BOM	NASHID RASHEED	20 Jun 2025, 4:22 pm, by NASHID RASHEED	1	608	
10. Paint	BOM	NASHID RASHEED	20 Jun 2025, 4:22 pm, by NASHID RASHEED	1	196	
11. MEP	BOM	NASHID RASHEED	20 Jun 2025, 4:23 pm, by NASHID RASHEED	1	712	
12. Civil	BOM	NASHID RASHEED	20 Jun 2025, 4:27 pm, by NASHID RASHEED	1	85	
13. Drywall	BOM	NASHID RASHEED	20 Jun 2025, 4:27 pm, by NASHID RASHEED	2	103	



STEP 2 · A LIVE, SECTIONED BOQ

All Projects / HASHIM HYPER MARKET - Al Jurf JOB ID : OHS653440

Project Status : Partial Scope Approved

Recorder Design BOQ Order Work Progress Snag

Proposals For Client Client Orders Client Invoices Payments From Client My Scope BOM

Grid View

Item Name & Description	Brand / Make	UOM	Quantity	Client Rate	Disc	Final Amount (AED)
WALL FINISHES						
WALL FINISHES designated tile cladding		SGM	42	180	12	6,012.22
Wall tile 300x600mm		SGM	105	145	12	13,314.26
MDF panelling		SGM	13	650	12	7,389.52
Designated MDF cladding		SGM	25	475	12	10,384.69
Column designated tile		SGM	18	165	12	2,997.26
Tile cladding butchery display on		SGM	48	220	12	9,234.72
Gypsum wall cladding		SGM	70	120	12	7,345.8
wall painting		SGM	320	45	12	12,992.8

Trade libraries (Joinery 608 items, MEP 712, Paint 196, Civil, Tile, Drywall), reused across every project.

Hashim Hyper Market, Al Jurf, sections auto-total; each line carries brand, UOM, quantity, rate and amount.

One BOQ, one click to a client quote

Sales turns the same approved BOQ into a branded quotation, and sends it straight from RDash

THE FIX No more re-keying into Zoho. The BOQ the estimator approved becomes the quotation the client sees, same numbers, Occasion-branded, generated and shared in a click.

WHAT CHANGED



Minutes, not days

A BOQ that took a spreadsheet build now assembles from libraries in a fraction of the time



One source of numbers

Quote and BOQ are the same record, no drift, no reconciliation



Sales self-serves

The team converts an approved BOQ to a client quote without going back to estimation



Sent from RDash

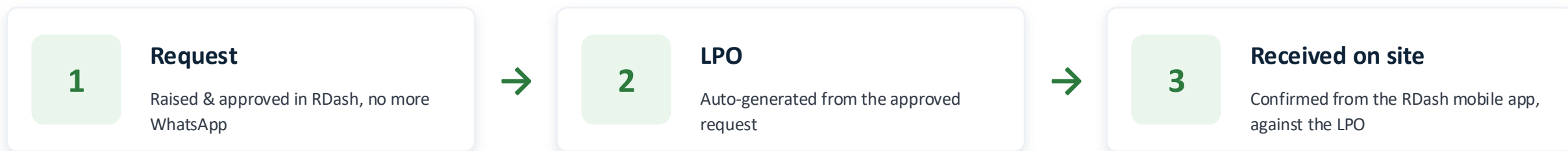
A branded PDF goes to the client directly, no separate quoting tool

OCCASION-BRANDED, STRAIGHT FROM RDASH

OCCASION PRECISION IN EVERY DETAIL							BILL OF QUANTITY
1. PRELIMINARIES							Total (AED): 23,611.50
S.No	Description	UNIT	QTY	RATE (AED)	Discount (AED)	Tax (AED)	Amount (AED)
01.01	Concept Drawing Preparation of concept design package for client's approval	Hours	1	8,000.00	1,004.00	6,996.00	6,996.00
01.02	Detailed design Preparation of detailed design package for project execution as per authority standard	Hours	1	6,000.00	753.00	5,247.00	5,247.00
01.03	Project management and site supervision Provision of project management and site supervision services to ensure execution in accordance with approved designs, specifications, and project timelines	Months	1	7,000.00	878.50	6,121.50	6,121.50
01.04	Construction waste disposal Removal and proper disposal of construction waste throughout the duration of the project	trip	10	600.00	753.00	5,247.00	5,247.00

One connected chain, from Request to GRN

Requests, LPOs and site receipts now run on RDash, tracked end to end on one dashboard



LIVE ORDER STATUS DASHBOARD, EVERY REQUEST, ITS PO, ITS DATES

ORDER STATUS							
Project Name ^	Order status ^	Item name ^	Request Number ^	PR Date ^	Requested Quantity	PO Number ^	PO date ^
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Scaffolding 4 M - length	PR/OIMMR59505/000001	19 June, 2026	1	OILC/PO-00001124	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Pedal Fan	PR/OIMMR59505/000001	19 June, 2026	2	OILC/PO-00001124	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Reflective west	PR/OIMMR59505/000001	19 June, 2026	5	OILC/PO-00001124	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Jack hammer Big size and medium	PR/OIMMR59505/000001	19 June, 2026	2	OILC/PO-00001124	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Black sand	PR/OIMMR59505/000002	19 June, 2026	1	OILC/PO-00001123	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	100 mm hollow block	PR/OIMMR59505/000002	19 June, 2026	170	OILC/PO-00001123	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	12 step CD	PR/OIMMR59505/000002	19 June, 2026	1	OILC/PO-00001125	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	150 mm hollow block	PR/OIMMR59505/000002	19 June, 2026	960	OILC/PO-00001123	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Cement	PR/OIMMR59505/000002	19 June, 2026	50	OILC/PO-00001123	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	Urbana 2 nos	PR/OIMMR59505/000002	19 June, 2026	2	OILC/PO-00001125	19 June, 2026
L MELAS MANDI RESTAURANT - Al Mizhar	Order sent	shavel	PR/OIMMR59505/000002	19 June, 2026	2	OILC/PO-00001125	19 June, 2026
IYAMAMA OPTICALS - Al Nahda	Order sent	18 mm MDF plane	-	-	-	OILC/PO-0000910	11 May, 2026

WHAT THE CHAIN GIVES

Full traceability

PR → PO → GRN linked as one record. Follow any request from raised to received

TAT on every request

Each step is timestamped, so turnaround time is measured, not guessed

Nothing slips through

The dashboard flags anything requested but not yet ordered or received

Every activity, planned and owned

Detailed schedules from design to handover, with a live status that catches a slip early

THE FIX Occasion builds a full activity schedule for every project, design through handover, with each task assigned to a named owner and a live Gantt showing whether the project is on time.

67

Total activities

34

Completed

21.3%

Schedule progress

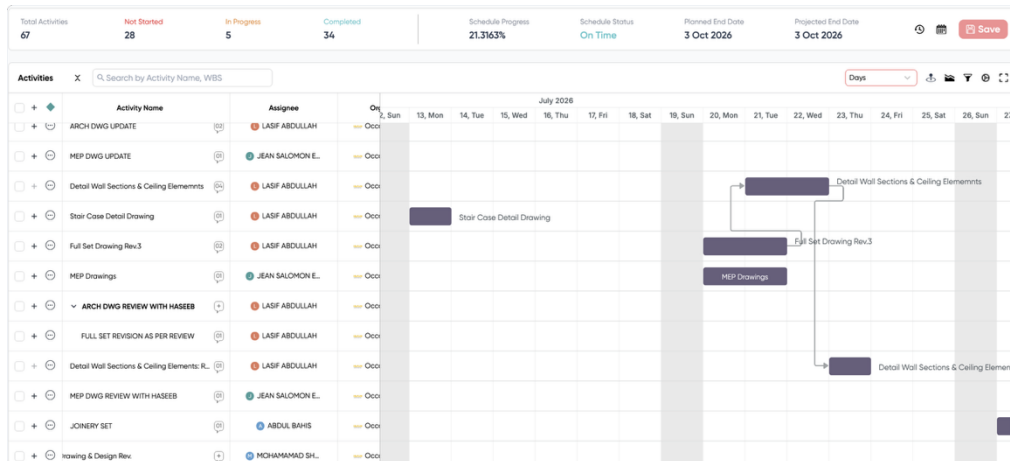
On Time

Schedule status

3 Oct 2026

Planned = projected end

LIVE GANTT · SCHEDULE STATUS ON TIME



WHAT THE SCHEDULE DELIVERS

Design to handover

One schedule covers every phase, drawings, reviews, procurement, execution and snagging

An owner on every task

Each activity is assigned to a named person, creating accountability at every step

Slips surface early

Planned vs projected end and per-task delay flags show drift before it reaches site

Everyone opens one list each morning

“My Activities” gives every person their tasks across every project, one place to start the day

THE FIX Because every activity has an owner, each person gets a personal “My Activities” view, all their tasks across all projects, with planned dates, progress and an on-time / delayed flag on each.

MY ACTIVITIES · AJMAL KHAN, ACROSS ALL PROJECTS

My Activities - AJMAL KHAN Export as PDF

T Project List

project_name ^	activity_name ^	planned_start_date ^	planned_end_date ^	duration ^	progress ^	actual_start_date ^	actual_end_date ^	activity_status ^
MIQAT RESTAURANT - Muwailah	Lead Intake & Classification	22 July, 2025	6 July, 2026	298	100	22 July, 2025	6 July, 2026	On Time
SIMRAN INTL OFFICE	Lead Intake & Classification	9 August, 2025	9 March, 2026	182	100	13 August, 2025	27 April, 2026	Delayed by 49d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Lead Intake & Classification	14 August, 2025	14 August, 2025	1	100	20 August, 2025	23 August, 2025	Delayed by 9d
FOUR SQUARE RESTAURANT - EXPANSION	Lead Intake & Classification	14 August, 2025	29 September, 2025	39	100	14 August, 2025	11 November, 2025	Delayed by 43d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Project Onboarding	15 August, 2025	30 September, 2025	40	100	15 August, 2025	3 October, 2025	Delayed by 3d
SHAKLAN SUPERMARKET - Jebal Ali	Lead Intake & Classification	16 August, 2025	14 September, 2025	30	100	21 August, 2025	22 September, 2025	Delayed by 8d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Kick-Off Meeting	18 August, 2025	18 August, 2025	1	100	20 August, 2025	20 August, 2025	Delayed by 2d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Project Onboarding & Schedule Creation	18 August, 2025	18 August, 2025	1	100	19 August, 2025	20 August, 2025	Delayed by 2d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Procurement & Mobilization	19 August, 2025	23 August, 2025	5	100	19 August, 2025	25 August, 2025	Delayed by 2d
FOUR SQUARE RESTAURANT - EXPANSION	Project Onboarding	19 August, 2025	15 December, 2025	100	100	1 September, 2025	16 December, 2025	Delayed by 1d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Site Mobilization	23 August, 2025	23 August, 2025	1	100	25 August, 2025	25 August, 2025	Delayed by 2d
KADAVATHUR RESTAURANT - Al Wasi Ras Al Khor	Execution Phase	25 August, 2025	23 January, 2026	131	100	25 August, 2025	11 February, 2026	Delayed by 19d
SIMRAN INTL OFFICE	Project Onboarding & Schedule Creation	2 September, 2025	6 October, 2025	30	100	3 September, 2025	6 November, 2025	Delayed by 31d
SHAKLAN SUPERMARKET - Jebal Ali	Project Onboarding	7 September, 2025	6 October, 2025	30	100	17 September, 2025	15 October, 2025	Delayed by 9d

Rows 1-14 of 39

WHY IT WORKS



One morning view

No hunting across projects or chats, the day's work is one scroll



Cross-project by person

Every task a user owns, on every live site, in a single list



Status on each line

On time or delayed-by-N-days, visible per activity



Nothing forgotten

If it's assigned, it shows up, accountability is built in

Every document, on-brand and one click away

From site survey to DPR, Occasion's identity, generated automatically from live project data

THE FIX Brand identity mattered. RDash templates carry Occasion's logo, colours and “Precision in every detail” across every document, each one a single-step export, never rebuilt by hand.

AUTOMATED, ON-BRAND, END TO END



Site Survey Checklist

Captured on site, structured per project



Bill of Quantity

Section totals straight from the live BOQ



Local Purchase Order

Auto-generated from the approved request



Daily Progress Report

Site photos and % complete, logged per day

NO.	Section Name	Amount
1.	PRELIMINARIES	23,611.50
2.	SITE WORKS	10,231.45
3.	PARTITIONS	34,808.33
4.	FLOORING	198,792.38
5.	CEILING	177,286.59
6.	JOINERY	395,697.74
7.	WALL FINISHES	65,475.25
8.	GLASS WORKS	5,987.73
9.	PAINTING	6,919.50
10.	LABOUR	0.00
Total Amount:		882,809.20

S. No.	Description	Brand	Qty	Unit	Rate	Amount
1.	ceiling cover	4.00	Sq. M	0.00	0.00	
2.	partition wall	2.00	Mtr	0.00	0.00	
Sub Total:						0
VAT:						0
Total:						0

DAY'S PROGRESS	SCOPE PROGRESS
62	26.31%
CEILING 38.91%	
Optimum vertical build-up updated from 91.00% to 93.00%	
PARTITIONS 91.18%	

Daily site reporting: mandated, and shared

No WhatsApp groups: every site logs a branded, automated progress report the client can see

THE FIX Daily reporting became a rule, not a favour. Each site logs progress with photos and % complete, exported as an Occasion-branded DPR and shared with the client, building a new level of transparency.

SCHEDULE UPDATE, % COMPLETE BY ACTIVITY



OCCASION

PRECISION IN EVERY DETAIL

PROGRESS

REPORT

SCHEDULE UPDATE

DAY'S PROGRESS

4.28%

SCHEDULE PROGRESS

43.38%

PLANNED END DATE

2026-10-01

WBS	ACTIVITY NAME	DAY PROGRESS	TOTAL PROGRESS
4	Project Execution	4.66%	38.71%
4.11	Drainage & Plumbing Work: Rest Area	0.65%	95.32%
4.13	60X30 Floor Tiling: Butchery, Deli, Meat & Fish, Office	34.64%	57.86%
4.14	Ceiling Paint : All Area	12.01%	69.01%
4.2	HVAC Activities	14.33%	74.84%
4.3	Electrical Activities	14.48%	74.92%
4.5	Block Wall Partition	2.38%	98.1%

DAY-WISE UPDATE, WITH SITE PHOTOS

OCCASION
PRECISION IN EVERY DETAIL

PROGRESS
REPORT

CEILING 38.70%

Fenomastic emulsion paint finish using spray gun Updated from 72.00% to 79.00%

Suspended decorative feature bulkhead Updated from 0.00% to 14.00%

PARTITIONS 91.18%

Gypsum partition Updated from 31.00% to 93.00%

WHY THIS BUILDS TRUST

Reporting is a mandate

Every site reports daily on RDash, not when someone remembers to message

Photos + % on record

Real site images and per-activity progress, timestamped, not chat screenshots

Clients see it too

The same branded DPR is shared with the client, visibility, not a black box

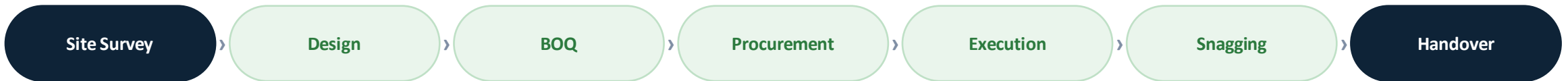
Trust → repeat business

Transparency is why groups keep coming back, store after store

Transparency compounds into repeat business

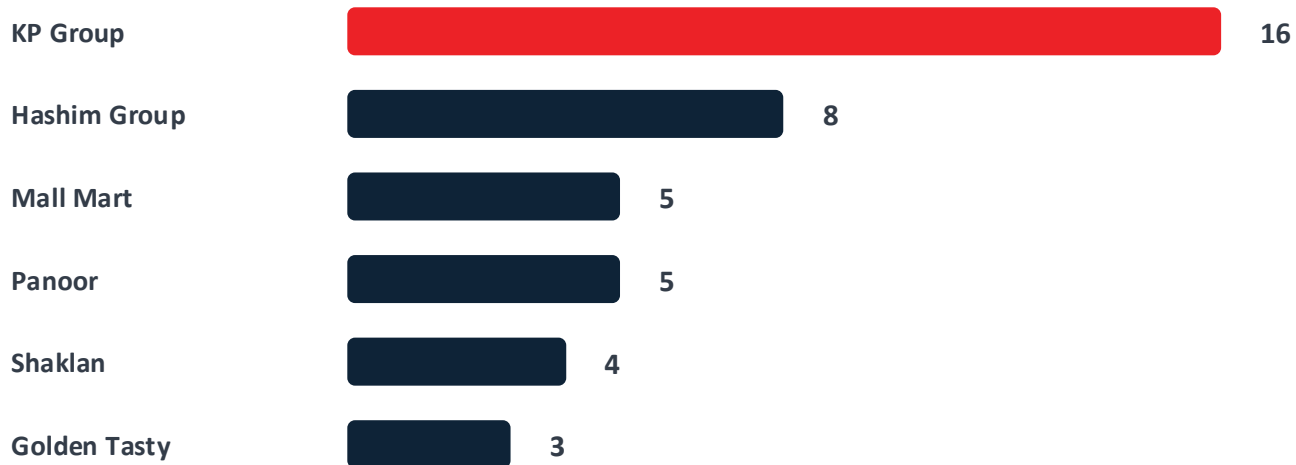
When every step is tracked and shared, clients come back, and Occasion scales

ONE TRACKED LIFECYCLE, KICK-OFF TO HANDOVER



Every phase carries its owner, its timeline and its status: accountability end to end, on one platform.

REPEAT WORK BY CLIENT GROUP



Projects delivered on RDash, by client group

WHAT IT ADDS UP TO

**Retail
& F&B**

9+

1

the core of the book

repeat client groups

source of truth

Now scaling beyond the UAE. With operations standardised on RDash, Occasion has begun taking on projects outside the Emirates, including a recent build in Bosnia.

Who made it happen

A focused team on both sides, accountable end to end

THE OCCASION TEAM



Basheer Komath

Co-Founder



Muhammad Ismail

Co-Founder



Ajmal Khan

Project Coordinator

THE RDASH TEAM



Armaan Siddiqui

Implementation Consultant



Divyanshi Sachan

Regional Head, GCC



Rashid Malik

Head of Implementation



Pankaj Gupta

Automation & Customization