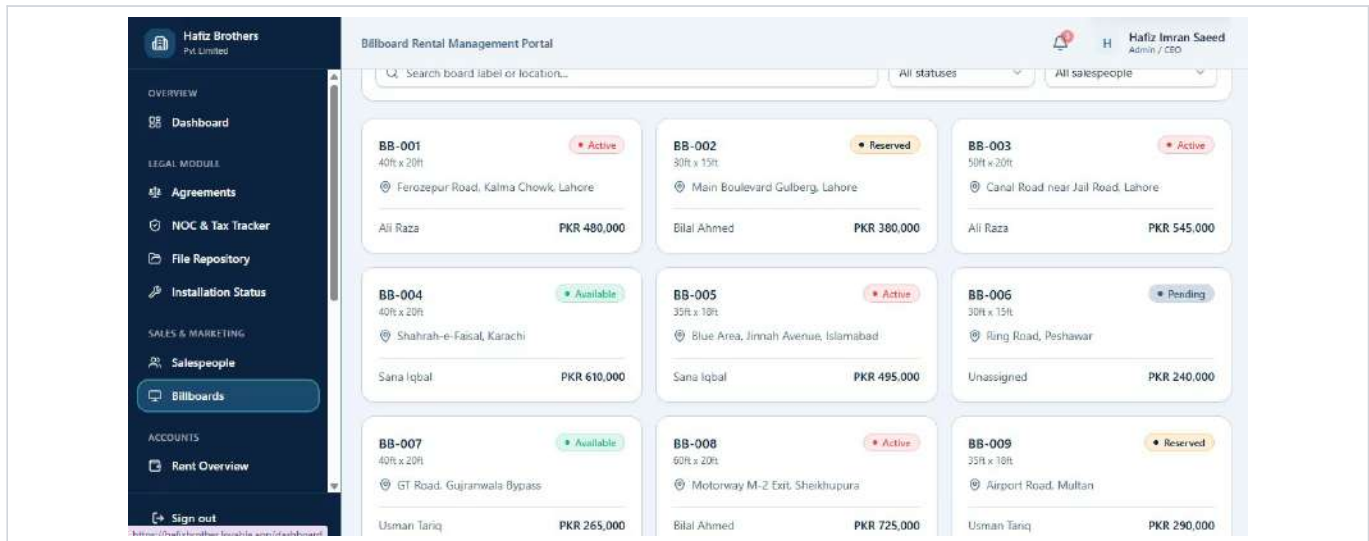


PORTFOLIO CASE STUDY

One Portal for Every Board, Agreement and Rupee

Hafiz Brothers Pvt. Limited: Billboard Rental Management Portal



Admin dashboard: live overview of billboards, salespeople, revenue and pending tasks

A Family Business Was Running on Paper: Boards, Agreements and Rent Were Being Tracked by Memory

Hafiz Brothers manages a growing number of billboards across multiple cities, and until this project, almost every part of that business lived in registers, WhatsApp messages, and individual memory. Knowing which board was available, which agreement was due for renewal, or how much a specific salesperson was owed in commission meant calling around and waiting for an answer.

That's a workable system when a business has five boards. It stops working the moment it has fifty. Our job wasn't just to build a website. It was to take a business that was growing faster than its paperwork could keep up, and give it one connected system that every department could trust.

Project Snapshot

Client	Hafiz Brothers Pvt. Limited
Industry	Outdoor Advertising & Billboard Rental
Project Type	Internal Business Management Portal: Legal, Sales, Accounts and Admin
Team Size	4 team members: requirement analysis, UI/UX, development, and quality assurance
Core Goal	Replace manual, paper-based tracking of agreements, billboards, and payments

	with one connected system
Platform	Fully responsive web portal, secured with role-based access control

How We Got There

A four-person team worked on this project from start to finish, covering requirement gathering, interface design, development, and testing. Before a single screen was designed, we spent time sitting with the business to understand how it actually operates day to day, instead of assuming a generic template would fit a rental business like this one.

- Understanding the business first: we sat down with the owner and staff to map out the real workflow. How a billboard moves from an empty plot, to a signed agreement, to an installed board, to a paying client, and how legal, sales and accounts staff each touch that process at a different stage.
- Gathering requirements department by department. The Legal team needed agreement tracking and NOC/tax status. The Sales team needed to know which boards were free to sell and who was handling which client. The Accounts team needed rent, commission and balance sheet visibility, all tied back to the same board.
- Designing around roles, not just screens. Every login was planned to show only what that person's job actually requires, so the system feels simple to each individual user even though the business behind it is complex.
- Building and testing in cycles. Each module (Legal, Sales & Marketing, Accounts, Admin) was built, reviewed with the client, and refined before moving to the next, so the final system matched how the business actually runs, not just how it was described on paper at the start.

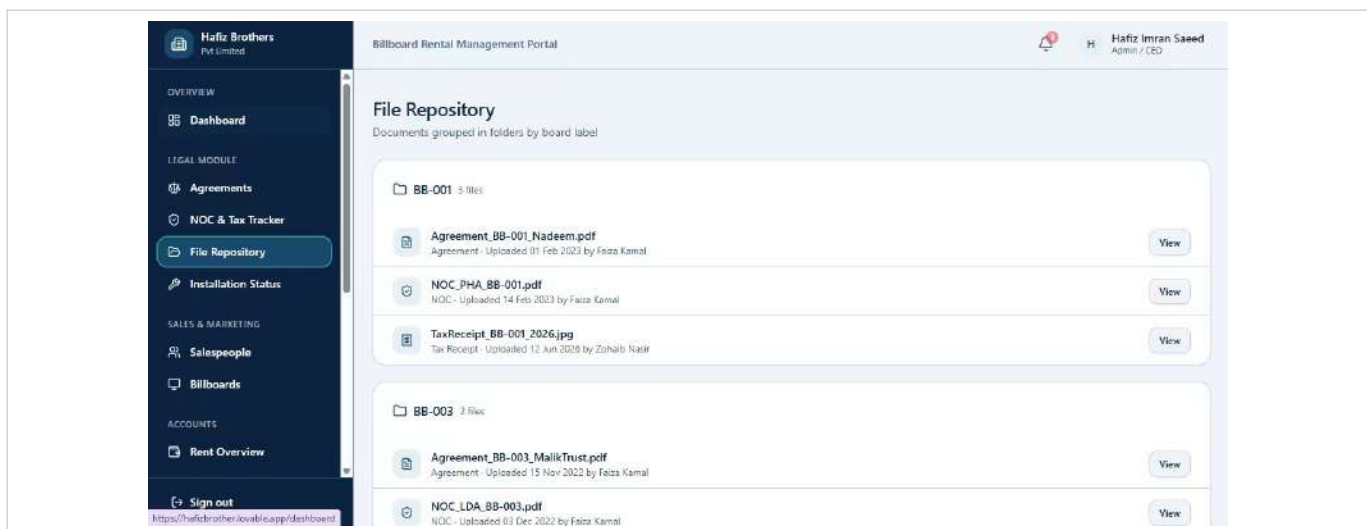
Inside the Portal

1. Admin Dashboard: Everything, at a Glance

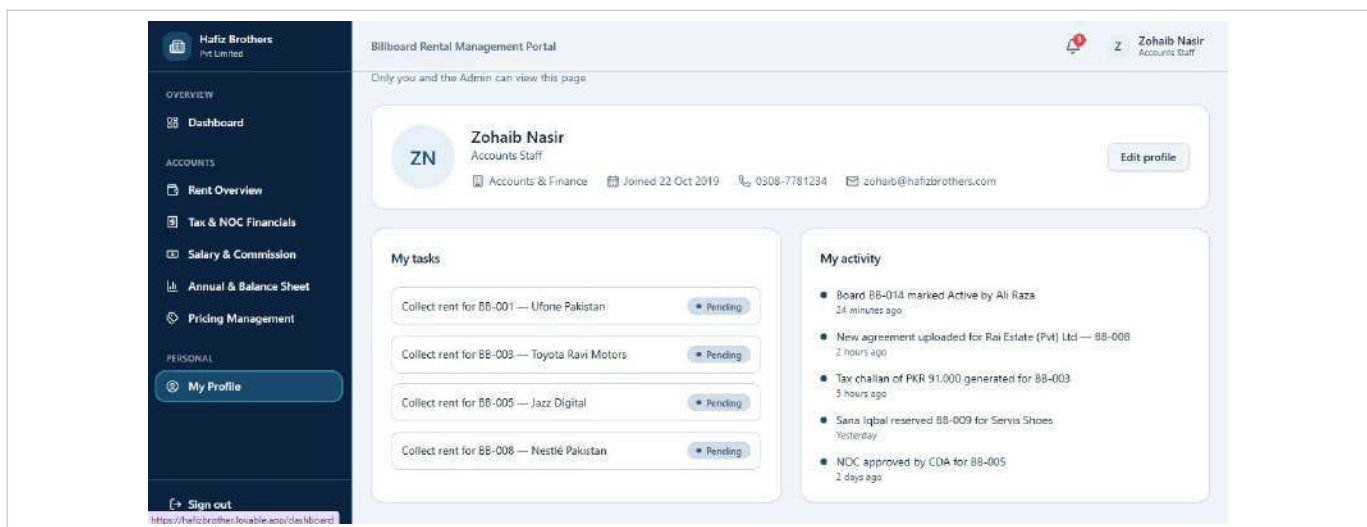
The CEO's dashboard opens with the numbers that actually matter day to day: total billboards, how many are available, reserved or already active, total salespeople, pending agreements, this month's revenue, and how many NOC or tax approvals are still outstanding. A monthly rent income chart and a live activity feed sit right below it, so the owner can see the health of the business without opening a single spreadsheet.

2. Legal Module: Every Agreement, NOC and Tax Record in One Place

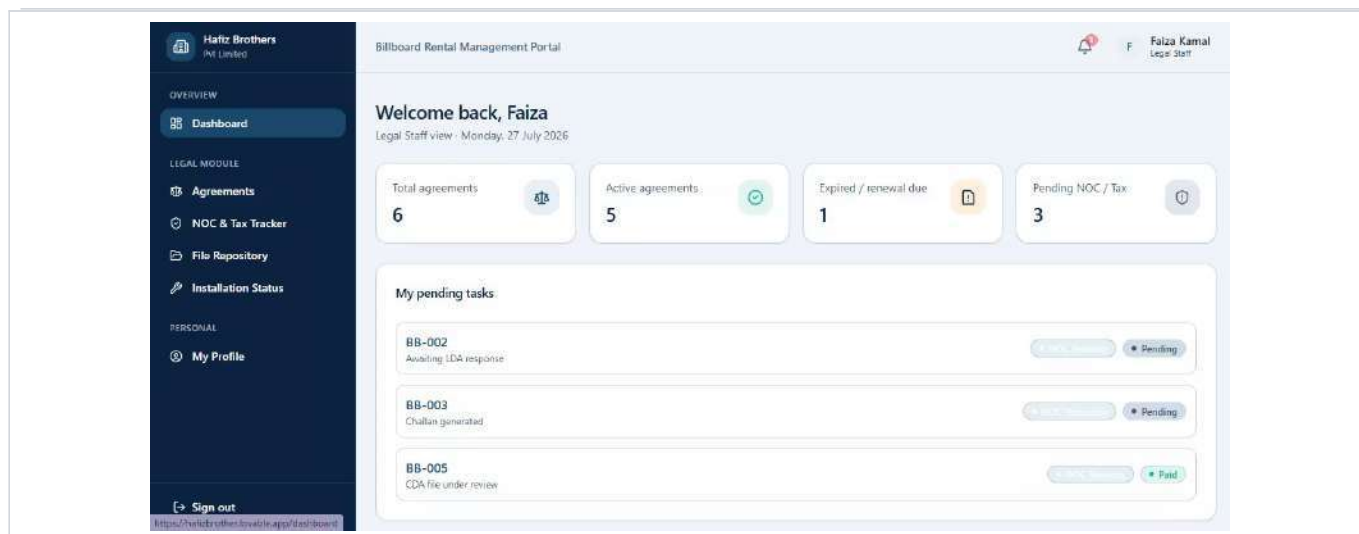
The Legal Module tracks every rental agreement from signing to renewal, alongside NOC approval status, tax clearance, and a document repository so contracts and certificates are never buried in someone's inbox. Every billboard also carries a unique installation status, so the team always knows exactly which boards are physically live and which are still pending setup.



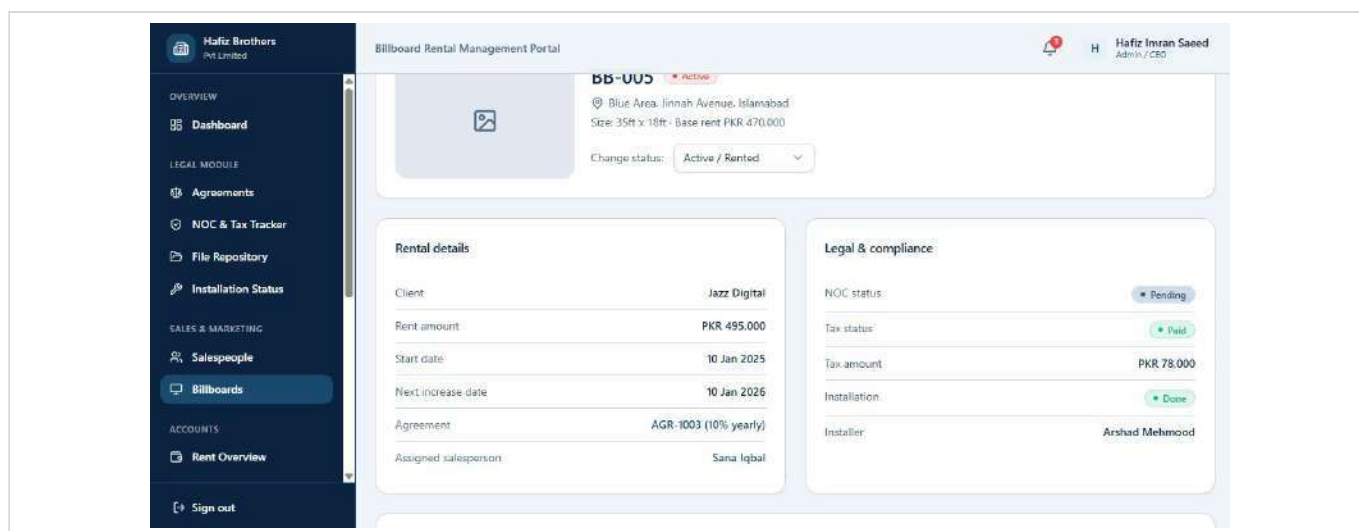
Agreements list: rental terms, renewal dates and status at a glance



NOC & Tax tracker: approval status kept current across every board



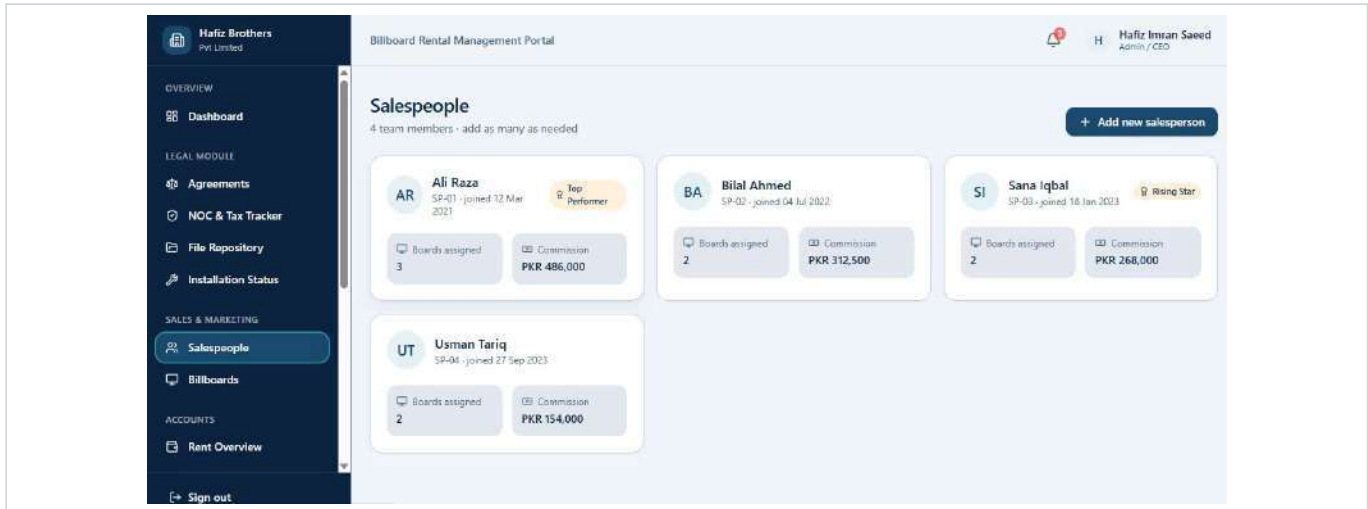
File repository: agreements, NOCs and tax receipts stored against the board they belong to



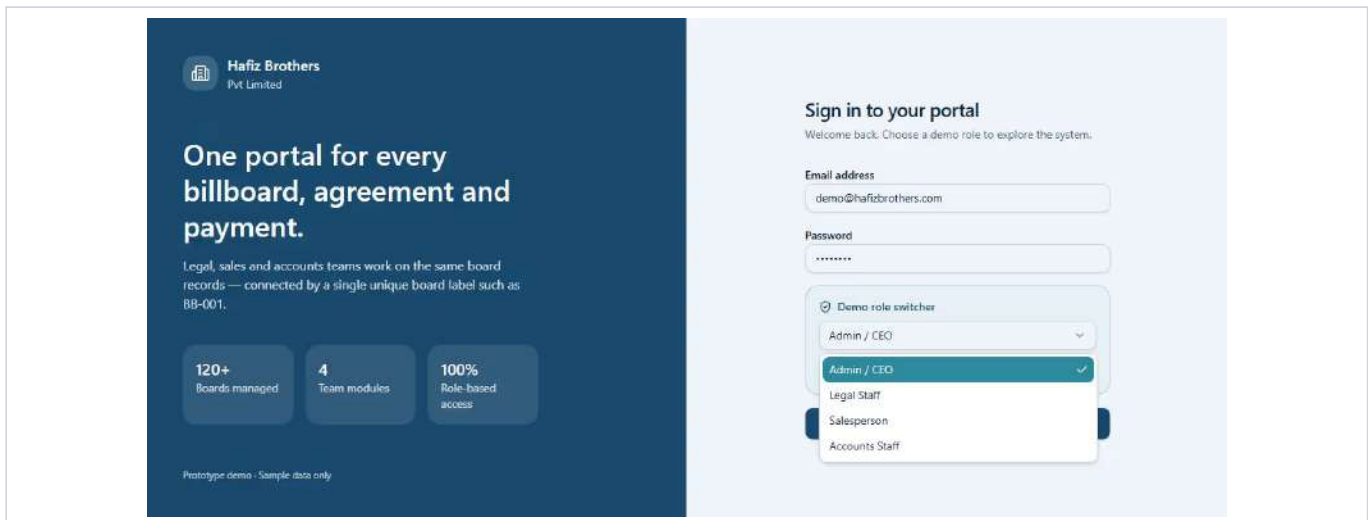
Installation status tracker: confirming when a board physically goes live

3. Sales & Marketing Module: Every Board and Every Salesperson, Linked

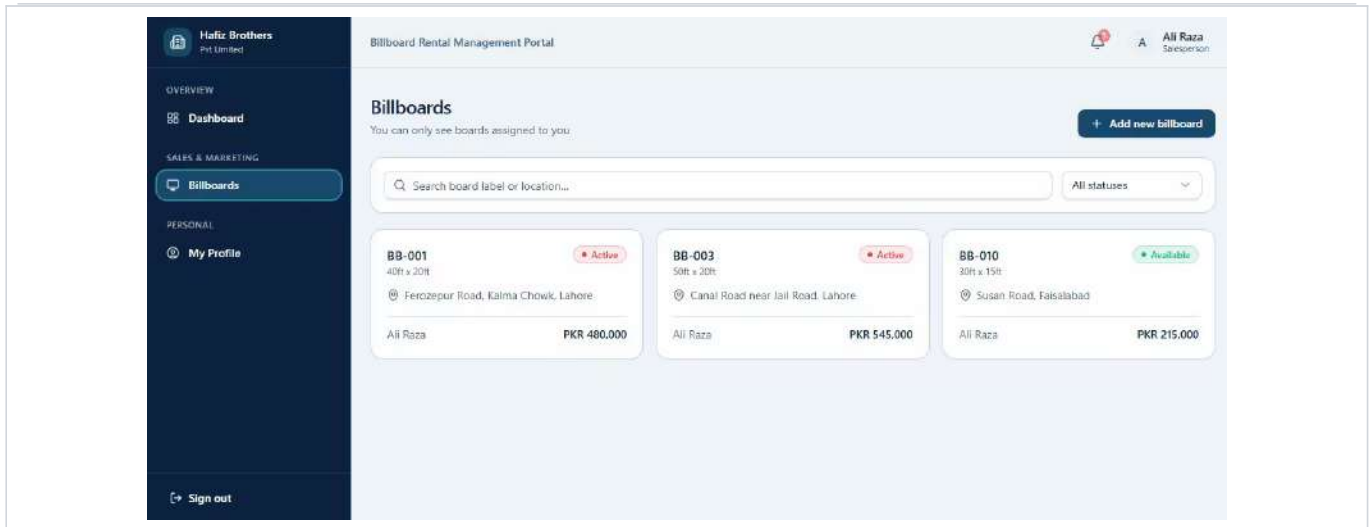
This is the module that connects a person to a board. Every salesperson has their own profile showing exactly which boards they're responsible for, their active deals, and their commission. Every billboard, in turn, shows which salesperson is handling it, its live status, and the client details once it's rented. Neither list is fixed in size, so as the business adds boards or hires new salespeople, both directories simply grow with it.



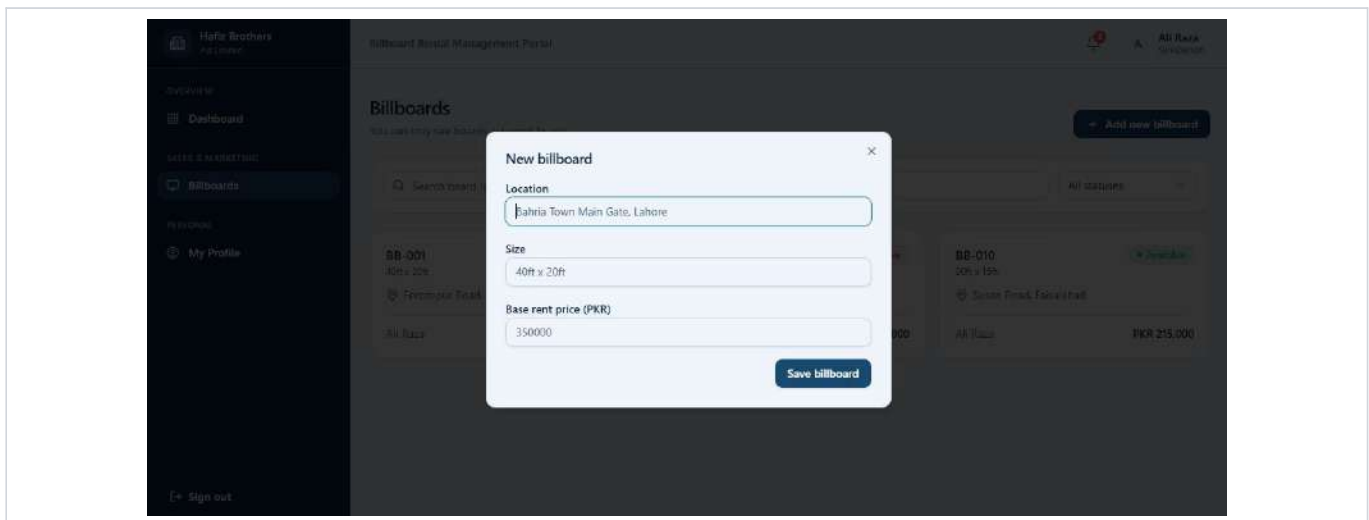
Salespeople directory: assigned boards and commission tracked per person



Individual salesperson profile: a filtered view of only their own boards and deals



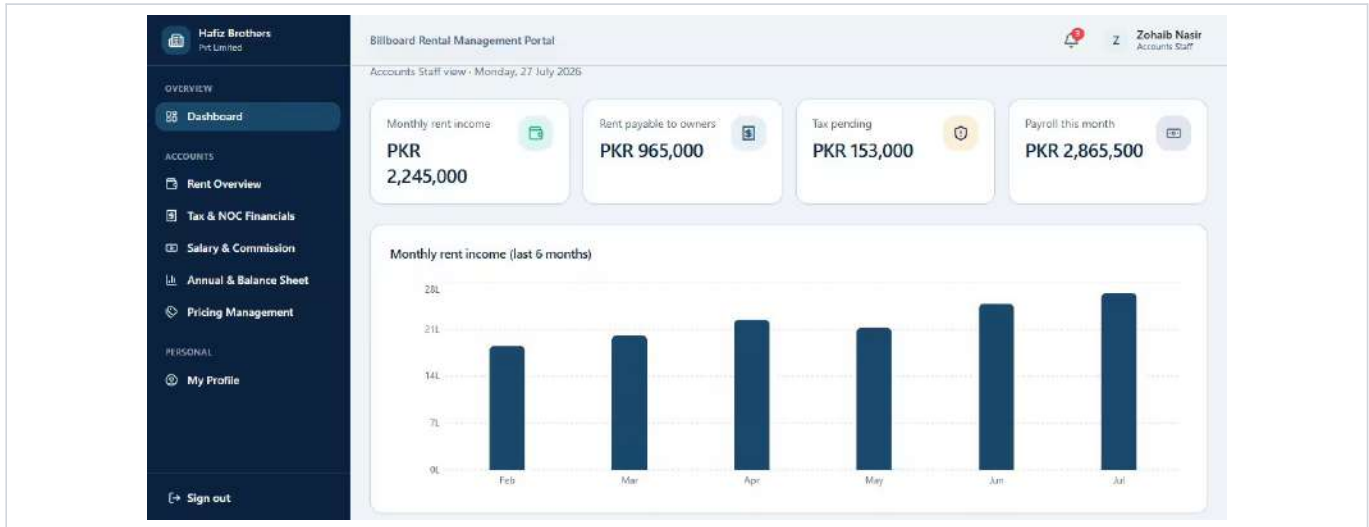
Billboards directory: live status across every board the company owns



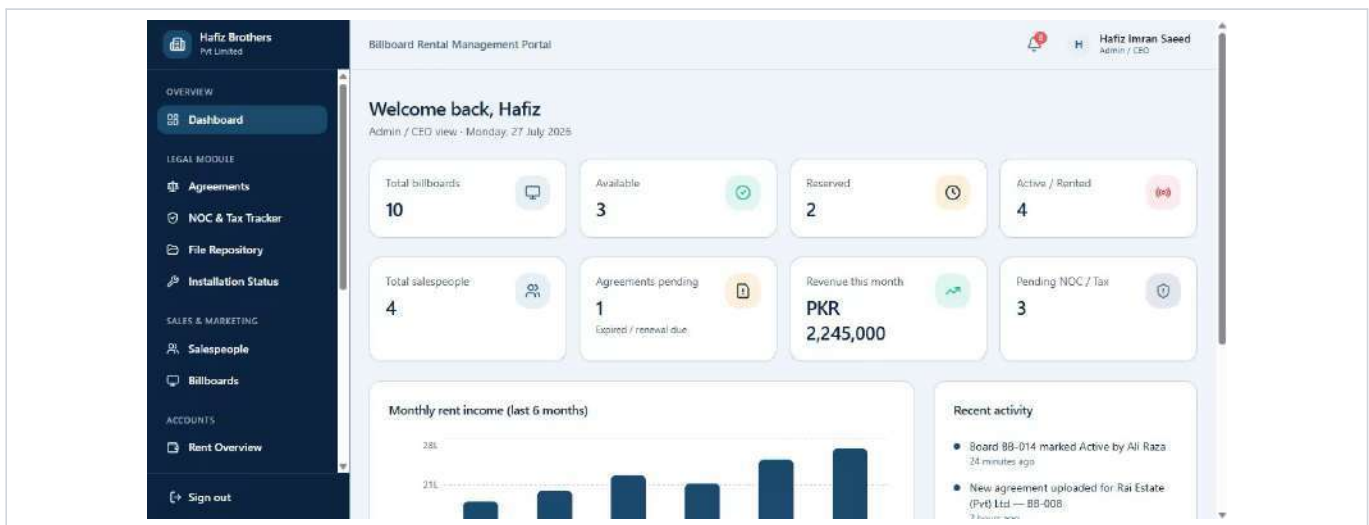
Individual billboard profile: client, rent, agreement and salesperson in one view

4. Accounts Module: Rent, Salary, Commission and the Balance Sheet

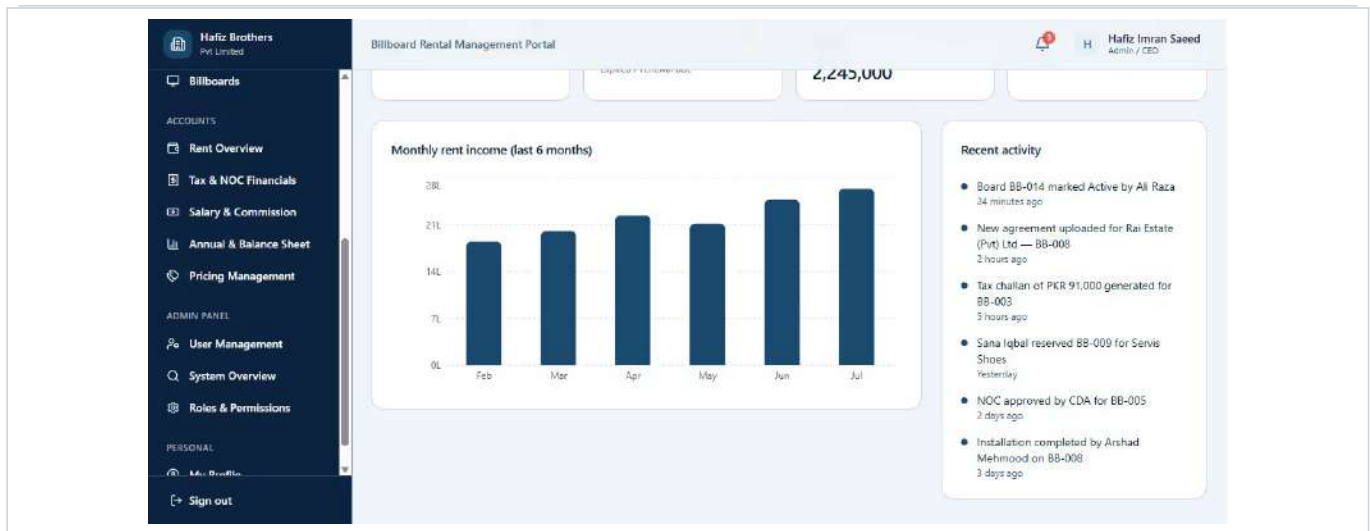
Every number the business needs to close its books lives here, and none of it is entered twice. Rent is pulled from the same board records the Sales team already updates, salary and commission are tied to the same salespeople tracked in the Sales module, and the balance sheet reflects both without anyone re-typing a figure that already exists somewhere else in the portal.



Rent overview: payment status across every active billboard



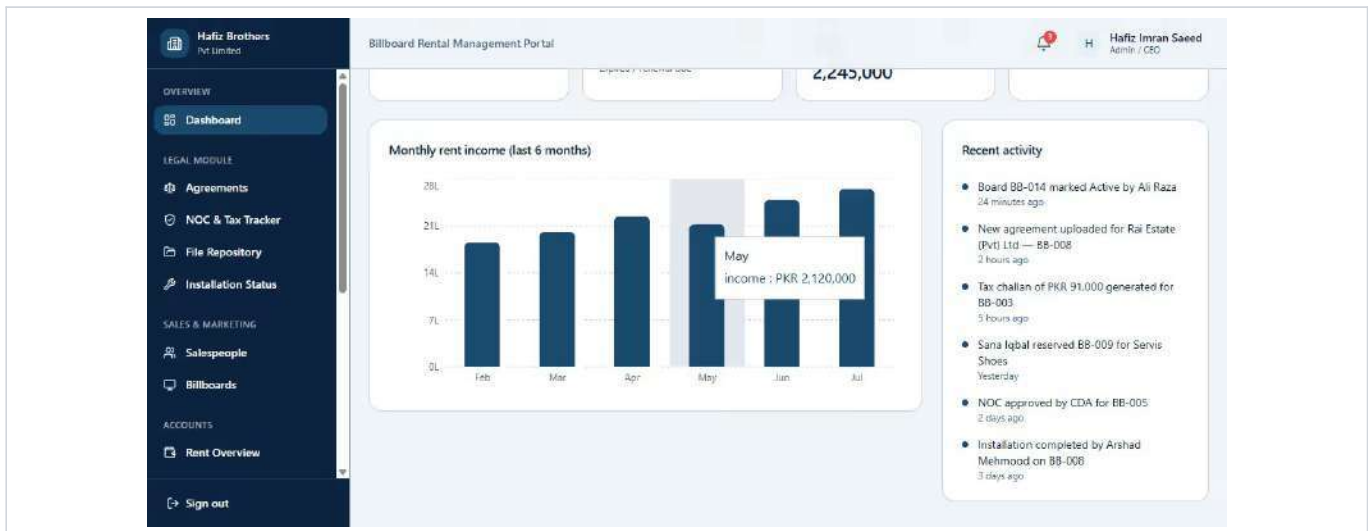
Salary & commission: base pay, commission and drawings per employee



Annual rent & balance sheet: income against expenses in one summary

5. Admin Panel: Full Control, Kept in the Right Hands

Only the Admin/CEO login can see this panel. It's where new staff are added and assigned a role, where the owner can step into any salesperson's profile, any billboard, or any legal file without restriction, and where the permission structure of the whole portal can be reviewed at a glance.



User management: adding staff and assigning the right role to each one

The screenshot shows the 'NOC & Tax Tracker' section, which allows updating approval and payment status per board label. The table below lists the data:

Board ID	NOC status	Tax status	Tax amount	Last updated	Notes
BB-001	Approved	Paid	PKR 85,000	12 Jun 2026	PHA renewal filed
BB-002	Pending	Pending	PKR 62,000	02 Jul 2026	Awaiting LDA response
BB-003	Approved	Pending	PKR 91,000	28 Jun 2026	Challan generated
BB-004	Approved	Pending	PKR 120,000	19 May 2026	KMC clearance received
BB-005	Pending	Paid	PKR 78,000	05 Jul 2026	CDA file under review
BB-008	Approved	Paid	PKR 140,000	30 Jun 2026	NHA permit valid till 2027

System overview & role permissions: full visibility, reserved for the Admin login

6. Notifications: Nothing Important Gets Missed

Alongside the four core modules, we added a built-in notification system so that key events surface immediately to the people who need to act on them. A new agreement uploaded, a board changing status, an NOC approval coming through: all of it shows up right away, instead of waiting to be discovered during a routine check.

Hafiz Brothers
Pvt Limited

Billboard Rental Management Portal

Hafiz Imran Saeed
Admin / CEO

Agreements
Property owner rental agreements linked to each board label

+ Add new agreement

Agreement ID	Board	Property owner	Location	Rental amount	Yearly increase	Start date	Status	Action
AGR-1001	BB-001	Ch. Nadeem Akhtar	Ferozepur Road, Kalmia Chowk, ...	PKR 180,000	10%	01 Feb 2023	Active	View / Edit
AGR-1002	BB-003	Malik Property Trust	Canal Road near Jail Road, Lahore	PKR 220,000	10%	15 Nov 2022	Active	View / Edit
AGR-1003	BB-005	Sandar Habib Ullah	Blue Area, Jinnah Avenue, Itiani...	PKR 195,000	10%	10 Jan 2024	Active	View / Edit
AGR-1004	BB-008	Rai Estate (Pvt) Ltd	Motorway M-2 Exit, Sheikhupura	PKR 260,000	12%	01 Apr 2022	Active	View / Edit
AGR-1005	BB-002	Begum Shahida Yousuf	Main Boulevard Gulberg, Lahore	PKR 150,000	10%	05 Jun 2021	Expired	View / Edit
AGR-1006	BB-009	Hassan Traders	Airport Road, Multan	PKR 110,000	10%	20 Aug 2024	Active	View / Edit

Sign out
<https://hafizbrother/loveable.app/dashboard>

Notification panel: real-time alerts for agreements, status changes and approvals

7. My Profile: Every Employee's Own Space

Every login, from a salesperson to an accounts staff member, has a personal profile showing only their own assigned work: their boards, their tasks, their activity. No one sees another employee's profile except the Admin, which keeps the system simple for staff and fully accountable for the owner.

Hafiz Brothers
Pvt Limited

One portal for every billboard, agreement and payment.

Legal, sales and accounts teams work on the same board records — connected by a single unique board label such as BB-001.

120+ Boards managed

4 Team modules

100% Role-based access

Prototype demo - Sample data only

Sign in to your portal
Welcome back. Choose a demo role to explore the system.

Email address
demo@hafizbrothers.com

Password

Demo role switcher
Admin / CEO

Each role opens its own dashboard and only its permitted menu items.

Sign in as Admin / CEO →

My Profile: a personal, role-specific view for every team member

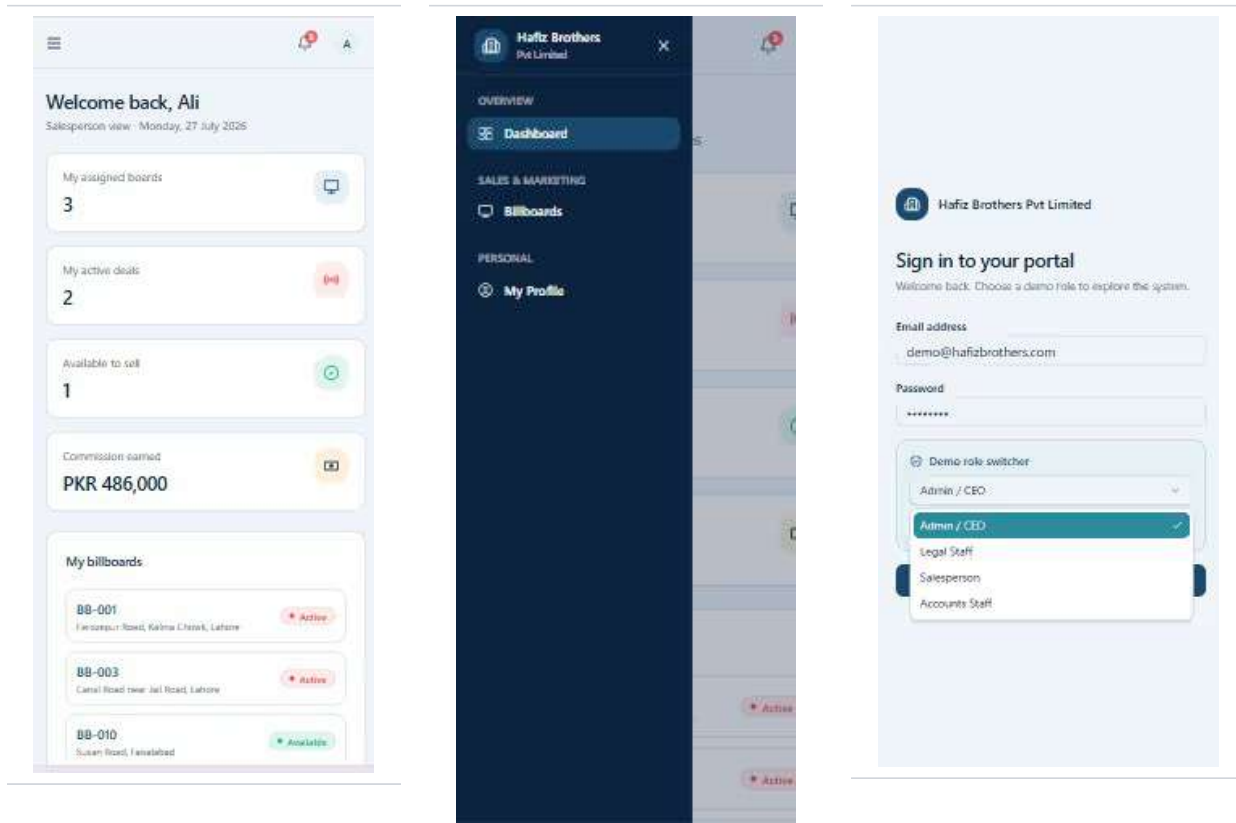
Built to Be Secure and Usable Everywhere

A system that holds legal agreements, financial records and staff commissions has to be trusted, not just functional. Access is enforced by role at every level, so a salesperson's login simply cannot pull up another salesperson's data no matter how the request is made, and only the Admin role carries full visibility across the business. The portal is also fully responsive, tested to work cleanly on desktop, tablet and mobile, so an owner can check the dashboard from a phone on-site just as easily as from an office computer.

- Role-based access enforced at the data level, not just hidden in the interface
- Every billboard, agreement and financial record traceable back to a single source of truth
- Fully responsive layout across desktop, tablet and mobile devices
- Built to scale, so new boards, new staff and new branches can be added without redesigning the system

Fully Responsive, Even on a Phone

Most of the day-to-day checking, confirming a board's status, approving an agreement, glancing at today's numbers, doesn't happen at a desk. It happens on-site, from a phone, between other things. So the portal was built to work just as cleanly on a small screen as it does on a desktop, with every module, dashboard, and profile page adapting naturally instead of feeling squeezed.



Roles & Permission Settings

Demo visualisation of the access model enforced across the portal

Admin / CEO	
Dashboard	☒
Legal Module	☒
Sales & Marketing	☒
Accounts Module	☒
Admin Panel	☒
My Profile	☒
Legal Staff	
Dashboard	☒
Legal Module	☒
Sales & Marketing	☐
Accounts Module	☐
Admin Panel	☐
My Profile	☒

Tax & NOC Financials

Figures pulled directly from the Legal module records

Tax paid (YTD)

PKR 423,000

Tax pending

PKR 153,000

NOC approvals pending

2

Board ID	NOC status	Tax status	Amount	Last updated
BB-001	Approved	Paid	PKR 85,000	12 Jun 2026
BB-002	Pending	Pending	PKR 62,000	02 Jul 2026
BB-003	Approved	Pending	PKR 91,000	28 Jun 2026
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BB-005	Pending	Paid	PKR 78,000	05 Jul 2026
BB-006	Approved	Paid	PKR 140,000	30 Jun 2026



Agreements

New agreement

Property owner name
Ch. Nadeem Akhtar

Property location
Ferozepur Road, Lahore

Board label
BB-011

Rent amount (PKR)
100000

Agreement start date
01 Aug 2026

Upload agreement file (mock)

☒ Apply 10% yearly increase

Save agreement

Hafiz Brothers Pvt Limited

- Agreements
- NOC & Tax Tracker
- File Repository
- Installation Status

SALES & MARKETING

- Salespeople
- Billboards

ACCOUNTS

- Rent Overview
- Tax & NOC Financials
- Salary & Commission
- Annual & Balance Sheet
- Pricing Management

ADMIN PANEL

- User Management
- System Overview
- Roles & Permissions
- My Profile
- Sign out

SALES & MARKETING	PKR 480,000
ACCOUNTS	PKR 380,000
ADMIN PANEL	PKR 545,000

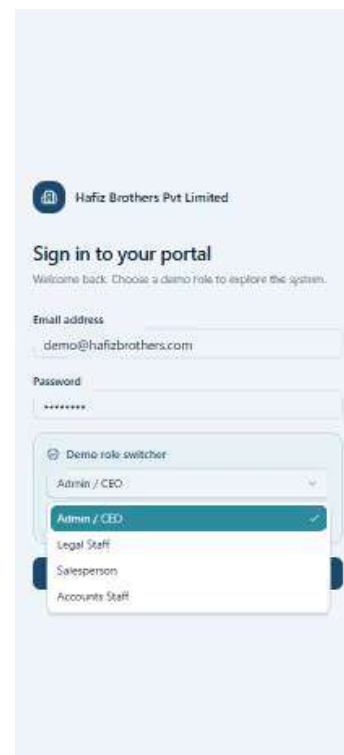
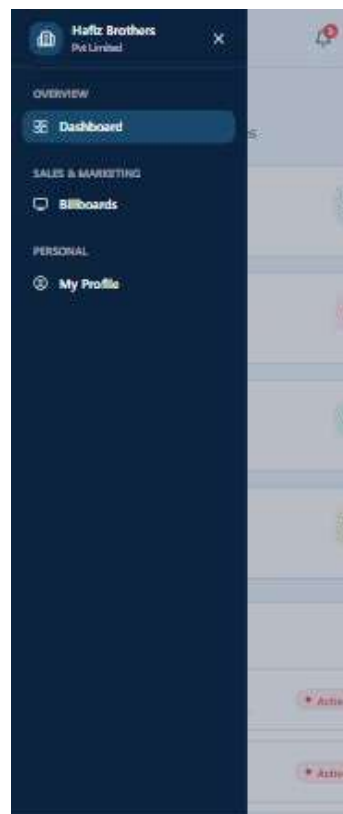
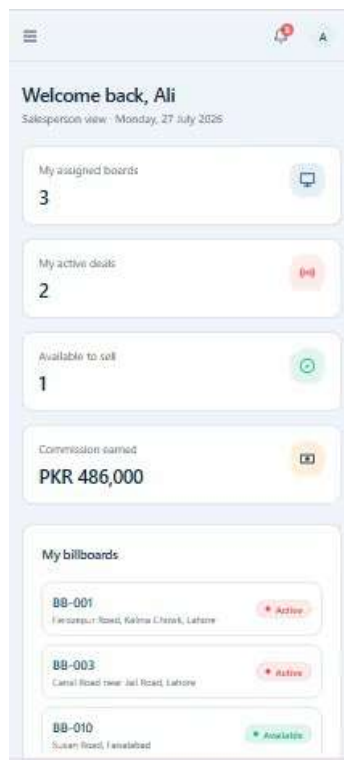
Master search — board label, location, client

Billboards (10)

BB-006	King Road, Faisalabad	Pending
BB-007	127 Road, Gujranwala Bypass	Available
BB-008	Motoway BA-2 Exit, Sheikhupura	Active
BB-009	Kargat Road, Multan	Reserved
BB-010	Suahi Road, Faisalabad	Available

Agreements (6)

AGR-1001 - BB-001	Ch. Nadeem Akhtar	PKR 180,000	Active
AGR-1002 - BB-003	Malik Property Trust	PKR 220,000	Active
AGR-1003 - BB-005	Sander Habib Dhillon	PKR 195,000	Active



The full portal on mobile: dashboard, boards, legal records and accounts, all within reach from a phone

What Each Part of the Portal Is Actually Doing

None of these modules exist for the sake of looking complete. Each one solves a specific problem that was previously costing the business time, money, or trust.

Portal Feature	Business Advantage
Role-based dashboards for Admin, Legal, Sales and Accounts staff	Every person opens the portal to exactly the information their job needs. Nothing more, nothing hidden that shouldn't be. No training required to know where to look.
Live billboard status tracking (Available / Reserved / Active)	Owner and sales staff always know, in real time, which boards can be sold, which are being negotiated, and which are already earning rent, without a single phone call between departments.
Unique Board ID linking Legal, Sales and Accounts records	One board, one identity, across every department. An agreement, a salesperson, and a rent entry for the same board are never out of sync.
Dynamic salespeople and billboard directories	The business can bring on a new salesperson or add a new billboard the same day, without waiting on a developer or a spreadsheet redesign.
Built-in notification system	Admin and staff are alerted the moment something needs attention, whether it's a new agreement upload, a status change, or a pending NOC, instead of finding out days later.
Centralised Accounts module (rent, tax, salary, commission, balance sheet)	Every rupee owed and every rupee earned lives in one place, reconciled against the same board and agreement records the rest of the portal uses.
Individual employee and salesperson profiles	Performance, assigned boards and commission are visible at a glance for every team member, without digging through paper files.

Where the System Delivers the Most Value

Across the build, these were the priorities we weighted most heavily, because for a business managing paperwork across multiple departments, these are the factors that decide whether a system actually gets used, or quietly goes back to paper within a month.



That's also why role-based access is such a big part of the design. A portal this connected only works if every person trusts the information in front of them, and knows they're not seeing anything they shouldn't.

The Outcome

Hafiz Brothers now runs its legal paperwork, its sales team, and its accounts from one connected system instead of three disconnected habits. A board's status is the same answer whether it's checked by the owner, a salesperson, or an accountant, because it's the same record. New staff can be added in minutes. Nothing depends on one person remembering where a file was saved.

This is what we mean when we say a system was built around a business, rather than the business being asked to adjust around a system. It took understanding how Hafiz Brothers actually operates before we designed a single screen, and that's the same approach every project on this list is built on.

Running a growing business on paper and phone calls?

Let's talk about what a connected system should be doing for you.