

# AI Storefront + Orders Platform (Kuwait)

PRODUCT TYPE	Website-as-a-Service (WaaS) / AI Commerce Platform (multi-tenant SaaS)
PRIMARY OUTCOME	Convert social/ads traffic into structured orders/leads with instant response

TARGET USERS	Kuwait small & medium businesses (restaurants, retail, services) and their customers
MVP FOCUS	Templates + AI assistant + order inbox + KPI dashboard (no full ERP in v1)

## Problem

Kuwait businesses often sell through Instagram, Snapchat, and WhatsApp. Revenue is lost when replies are slow, chats are unstructured (missing address/quantity/time), and ad spend has unclear ROI. Many owners also lack a proper website that clearly shows policies (delivery, payment, returns) and provides one place to convert traffic.

## Solution

Provide a ready storefront plus an AI sales assistant that responds instantly, recommends products, and captures complete order/lead details. Orders flow into an inbox with notifications and a KPI view that connects traffic sources to outcomes (leads, confirmed orders, estimated sales).

## What the MVP Includes

- **Multi-tenant workspaces:** one platform, many client businesses, isolated data per business.
- **Storefront templates:** start with Food/Restaurant and Retail; theme customization (logo, colors, banner).
- **Products:** owner/staff add products (EN/AR fields), prices (KWD), categories, and upload photos; optional done-for-you import.
- **Orders & inquiries:** inbox with statuses (New, Confirmed, Completed, Cancelled) + basic filters.
- **AI assistant (Arabic/English):** orchestrator + knowledge retrieval + order capture + safety guardrails.
- **Notifications:** Telegram or Email in MVP (WhatsApp can be added later).
- **KPIs & ROI:** visitors, leads/orders, conversion rate, response time, estimated sales, top products, AI handoff rate.
- **Ads tracking:** UTM links + event tracking; optional manual spend entry to compute CPL and ROAS-like estimates.

## AI Design (Simple, Safe, Extensible)

Component	Responsibility
Orchestrator (Router)	Routes the conversation: FAQ, recommendation, order capture, or escalation.
Knowledge Agent (RAG)	Retrieves accurate info from catalog + policies to avoid hallucination.
Order Agent	Creates a structured order/inquiry (items, qty, phone, address, notes, preferred time).
Supervisor / Guardrails	Prevents invented prices/stock, avoids promises, escalates uncertain cases; logs actions.

### Guardrails (MVP must-haves)

- Do not invent prices/stock/promos
- Do not promise delivery time unless configured
- If uncertain: ask clarifying questions or escalate to staff

## Business Model (Draft)

Subscription tiers (Starter/Business/Pro) with limits by products, staff seats, and AI messages. Optional one-time setup fee for done-for-you onboarding. Add-ons: custom domain, extra AI messages, custom design, advanced analytics, and payment gateway integration later.

## Success Metrics (pilot clients)

Metric	Target
Response time	Under 1 minute for first reply (AI)
Order completeness	90%+ orders include phone + items + address
Conversion rate	2%–8% visitors → lead/order (varies by niche)
Confirmed rate	50%+ of created orders confirmed (ops dependent)
CPL / ROI	Track weekly; improve via creatives + offers + landing conversion

## Roadmap

- **Phase 1 (MVP):** storefront + AI + order inbox + notifications + KPIs + ads tracking.
- **Phase 2:** promos/coupons, CRM, WhatsApp integration, pay-by-link, better analytics & insights.
- **Phase 3:** inventory + ERP-lite, supplier purchasing, full online checkout (KNET/cards).

Prepared for: Dr. Jamal and team | Date: February 15, 2026