



# Product Requirements Document (PRD)

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*Kore Tires Sales and Services – Premium Website + Digital Ecosystem*

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Tip: In Microsoft Word, right-click here and choose “Update Field” to generate the Table of Contents.

## 1. Executive Summary

This PRD defines the requirements for a premium, world-class Kore Tires website and integrated digital ecosystem. It merges the approved Digital Ecosystem proposal and the Website Content and Requirements brief into a single build-ready specification.

### Business Details

- Business name: Kore Tires Sales and Services
- Website: [www.koretires.com](http://www.koretires.com)
- Phone: 780-455-1251
- Email: [edmonton@koretires.com](mailto:edmonton@koretires.com)
- Address: 11314 163 Street NW, Edmonton, T5M 1Y6
- Hours: 9:00 AM - 5:00 PM, Monday to Saturday

### Primary Positioning

One-Stop Shop For All Your Tire Needs

## 2. Goals and Success Metrics

### Business Goals

- Increase sales (retail and wholesale) and service revenue.
- Increase repeat customers with follow-ups, reminders, and promotions.
- Increase local visibility in Edmonton through modern SEO and Google presence.
- Reduce manual workload via integrated inventory, invoicing, and AI support.

### Success Metrics (KPIs)

- Shop conversion rate (visit -> inquiry/order).
- Calls and WhatsApp clicks from the website.
- Dealer applications submitted and approved.
- Repeat customer rate and seasonal return rate.
- Google reviews: volume and average rating trend.

## 3. Users and Personas

- Retail customer: searches by size or vehicle details, compares prices, orders for pickup/delivery/installation.
- Service customer: wants installation/changeover/rotation/repair info and quick booking or inquiry.
- Dealer/wholesale buyer: applies, is manually approved, sees wholesale pricing and places orders.
- Admin/staff: manages products, inventory, pricing, orders, invoices, dealer approvals, and AI activity.

## 4. Scope and Deliverables

### In Scope (Delivered)

- Premium marketing website with modern design system and brand theme.
- Shop/Inventory with shop-by-size search (Width/Aspect Ratio/Rim) and tire type filters.

- Tire Finder: Year/Make/Model inquiry flow (and fitment-ready architecture).
- Checkout supporting pickup, installation request, free local delivery (Edmonton), and shipping request flow.
- Integrated inventory management system (admin-managed) and order management.
- Invoice creation directly from the system.
- Dealer portal: application, manual approval, role-based pricing visibility, and dealer access.
- AI business agent for website chat, WhatsApp, quoting guidance, and appointment support.
- Growth features: review requests, newsletter, follow-ups, customer segmentation foundations, and local SEO setup.
- All website copy/pages per client brief included.
- Appendix with full retail product list and prices.

### Out of Scope (Not Delivered in this PRD)

- Paid advertising campaign management (optional service).
- Social media management (optional service).
- Third-party accounting integration (can be added later).
- Real-time supplier feed integrations unless supplier provides access and data format.

## 5. Information Architecture

### Primary Navigation

- Home
- Shop / Inventory
- Tire Services
- Tire Care Tips
- About Us
- Warranty and Returns
- Contact

### Additional Modules

- Dealer Portal (Apply, Login, Dealer Dashboard)
- Fleet and Commercial Program landing + inquiry flow
- Promotions / Newsletter subscription entry points
- Legal pages: Privacy Policy and Terms of Service (generated standard versions)

## 6. Brand Theme and UI System

### Brand Colors (from Logo)

- Primary: Kore Blue (use logo blue as main brand color).
- Accent: Kore Red (highlights, urgent CTAs).
- Neutrals: Black, charcoal, white, light gray (premium automotive look).

### Typography

- Headings: bold modern sans (clean, premium, tech feel).
- Body: highly readable sans (web-safe, modern).

- Consistent scale: H1, H2, H3, body, small.

## UI Style

- Dark theme base with high contrast.
- Big spacing, rounded corners, soft shadows.
- Modern buttons: primary blue, secondary outline, red for critical actions.
- Premium product cards, clean filters, quick add-to-cart.

## Must-have Components

- Sticky mobile bottom bar: Call, Directions, Shop.
- Trust badges: Free delivery within Edmonton, Pay on delivery, Warranty and returns.
- Shop-by-size module UI inspired by the client reference screenshot.

## 7. Functional Requirements

### 7.1 Home Page

- Hero section with headline, sub-headline, value proposition, and CTAs (Browse inventory and Call).
- Highlights section: tire sales and services, free delivery within Edmonton, tire care services.
- Trust section: warranty and returns callout.
- Fast access CTAs: Call and Directions, plus WhatsApp (if enabled).

### 7.2 Shop / Inventory (Retail)

#### Search and Filters

- Shop-by-size search: Width, Aspect Ratio, Rim Size.
- Filter by tire type (Winter, All-Season, All-Weather, Terrain, Summer).
- Fast filtering UX with clean loading states.

#### Product Listing

- Display size/name, vendor, tire type, retail price, and availability label.
- Support non-tire products as standard catalog items (e.g., bulbs, scanners, heaters).

#### Product Detail Page

- Show retail price, availability, delivery/pickup/shipping options, and warranty link.
- Primary CTA: Place Order (Pay on delivery).
- If shipping selected: show “Shipping cost confirmed after order. We will contact you.” with phone number.

### 7.3 Tire Finder (Year/Make/Model)

- Provide a Year/Make/Model lookup experience.
- If fitment database is not connected, capture YMM and route to quote workflow (“Speak to a Tire Specialist”).
- Store YMM inquiries for admin follow-up.

### 7.4 Checkout and Fulfillment

- Fulfillment options: in-store pickup, installation request, local delivery, shipping request.

- Delivery: free within Edmonton.
- Shipping: available; cost confirmed after order (often requires call).
- Order confirmation: send customer summary and next steps (phone follow-up for shipping cost).

## 7.5 Payments

- Launch payment mode: Pay on delivery.
- Show “Online payments: Coming Soon” in checkout and/or product pages.
- Architecture must support enabling secure card payments later without redesign.

## 7.6 Tire Services

- Dedicated services page with sections: installation/changeover, rotation, repair.
- Service CTAs: Call, WhatsApp, and booking/inquiry form.
- Booking form supports date-only or date-time (configurable).

## 7.7 Dealer Portal (Wholesale)

### Dealer Application

- Online application form creates a Pending Dealer record.
- Application fields: business name, contact name, phone, email, address; optional file upload.

### Manual Approval and Access

- Admin must approve dealers before access is granted.
- Dealer login required to see wholesale pricing and dealer-only ordering features.

### Pricing Visibility Rules

- Retail users see retail prices only.
- Dealer users see wholesale price field (when populated).
- If wholesale price is blank, show “Wholesale pricing available on request” and allow quote/invoice request.

## 7.8 Inventory Management System (Integrated)

- Admin can create/edit products and manage availability labels.
- Bulk import support (CSV).
- Optional quantity tracking per product (configurable).
- Audit trail recommended for inventory and pricing changes.

## 7.9 Invoicing

- Generate invoices directly from the system (from orders or manual entry).
- Invoice includes business details, customer details, line items, totals, and payment method notes.
- PDF export/print-ready formatting.

## 7.10 AI Business Agent

- 24/7 AI assistant for website chat and WhatsApp.
- Answers FAQs: services, warranty/returns, hours, location, delivery and shipping rules.
- Supports quoting guidance using product list and availability labels.
- Captures leads and booking requests into admin.
- Admin view of AI conversations/leads (basic logging).

### 7.11 Growth Features (Built-In)

- Newsletter system for promotions and seasonal offers.
- Automatic Google review request flows after completed orders/services.
- WhatsApp chat button across the site.
- Customer profiles and segmentation foundations (vehicle history, seasonal reminders).
- Local SEO: Google Business Profile optimization and service pages for key searches.
- Optional: AI call handling, social media management, paid advertising, business partnerships.

### 7.12 Fleet and Commercial Program

- Fleet landing page + inquiry form (ride-share, delivery companies, construction fleets, SMB fleets).
- Supports fleet pricing rules, priority scheduling, and monthly/quarterly invoicing workflows.
- Centralized fleet dashboard concept (admin-facing initially).

## 8. Configuration and Business Rules (No Guessing)

### Dealer Portal Rules

- Dealer applications are submitted online and require manual approval.
- Minimum order rule: configurable (default: none until client sets).
- Dealer checkout: configurable as either online order or quote/invoice request (default: quote/invoice if wholesale prices are not populated).

### Inventory Update Workflow

- Inventory is managed in the admin dashboard and reflected on the website.
- Update input formats supported: spreadsheet (preferred), WhatsApp message summary, or supplier list.
- Availability mode options: quantity tracking or label-only (default: label-only with In Stock / Available within 24 hours).

### Payments Mode

- Launch mode: Pay on delivery.
- Online card payments: implemented as a toggle and enabled when client is ready.

### Taxes (GST)

- Price display option: before tax or tax-inclusive (default: before tax).
- Checkout tax application: apply GST automatically (default: GST 5% if required).

### Booking Behavior

- Booking method options: call/WhatsApp only, date-only request form, or date-time request form.
- Default: date-only request form with staff confirmation.
- Service duration and daily capacity: configurable when client provides rules.

### Shipping Process

- Shipping is supported as “request shipping” with cost confirmed after order.
- Default: customer can place the order and staff confirms shipping cost by phone before final dispatch.

### Assets for Premium Design

- Logo: use the provided logo file (preferably also obtain SVG for crisp scaling).
- Photography: recommended starter set of shop/installation photos and product images to elevate premium feel.
- If photos are not available, use clean placeholders initially and replace once assets are provided.

## 9. Non-Functional Requirements

- Performance: fast load times, optimized images, caching, and responsive UI.
- Security: HTTPS, secure admin login, role-based access controls.
- SEO: clean URLs, metadata, LocalBusiness schema, fast indexable pages.
- Accessibility: strong contrast, readable typography, large tap targets.
- Reliability: backups; recommended audit log for inventory and pricing changes.

## 10. Implementation Timeline (Target)

1. Week 1: Planning and setup
2. Week 2: Website and dashboard build
3. Week 3: Automation and AI setup
4. Week 4: Testing and public launch

## Appendix B: Website Copy (From Client Brief)

### Home Page Copy

Hero section:

Headline: One-Stop Shop For

Sub-headline: All Your Tire Needs

Body copy: All of our products have been thoroughly tested to exceed North American standards due to harsh weather patterns and rigorous driving conditions. Competitively priced all-season and winter tires for any application.

CTA: Browse inventory / Call to speak with a Tire Specialist

Optional info blocks (home page):

Tire Sales and Services

Delivery within city limits (Free delivery within Edmonton)

Tire care services

Warranty & Return callout (Home page):



At Kore Tires, we stand behind the quality of the products we sell. Our return and warranty policies are designed to be fair, transparent, and easy to understand while ensuring your safety and satisfaction on the road.

## Tire Services Copy

For a safe and smooth driving experience, rely on Kore Tires expert tire and wheel installation services. Our skilled technicians ensure precise fitting to enhance your vehicle's performance, safety, and fuel efficiency. Whether you're upgrading to new tires or replacing old ones, we'll have your car ready for the road quickly and efficiently. Proper installation is key to driving comfort and stability—and we take pride in getting it right the first time.

Service sections (use as headings + paragraphs):

### Tire and Wheel Installation / Seasonal Changeover

As the seasons shift, your tires should too. At Kore Tires, we provide professional tire and wheel changeover services to keep your vehicle ready for any weather. Whether you're switching to winter tires or back to all-seasons, proper changeovers are essential for safe driving, reliable traction, and vehicle stability. Our experts ensure your tires match the conditions—improving grip and handling in snow, rain, or dry roads.

### Tire Rotation

Keeping your tires in top shape starts with regular rotations. At Kore Tires, our tire rotation services help prevent uneven wear, enhance handling, and boost fuel efficiency. Rotating your tires at the right intervals extends their lifespan and lowers the chance of unexpected tire issues. It's a simple, cost-effective way to save on replacements and ensure a safer, smoother ride.

### Tire Repair

A flat tire isn't just a hassle—it's a safety risk. At Kore Tires, we provide fast, reliable tire repair services to get you back on the road with confidence. Our technicians go beyond simple fixes, carefully inspecting your tire for hidden damage that could lead to future issues. Your safety matters to us, and we're committed to delivering durable, high-quality repairs you can trust.

## Tire Care Tips Copy

### Rotate Tires Regularly

Rotate tires as recommended by the vehicle manufacturer.

Rotation helps to distribute wear evenly and can extend tire life.

### Check Tire Pressure Regularly

Check tire pressure at least monthly, and especially before long trips. Overinflated or underinflated tires can lead to uneven wear and a higher risk of blowouts. Use a tire gauge to check your pressure.

## About Us Copy

About Kore Tires

## Kore Tires – PRD

Welcome to Kore Tires - your trusted source for affordable wholesale and retail tires and professional tire installation services. We specialize in providing high-quality tires at wholesale prices for all vehicle types, including cars, SUVs, trucks, and performance vehicles.

At Kore Tires, we are committed to offering the best tire deals without compromising on quality or service. Whether you're a retail customer looking for budget-friendly tire options or a business purchasing tires in bulk, we deliver exceptional value and a wide selection from leading tire brands.

Our team of experienced technicians also offers expert tire installation services to ensure your tires are mounted safely and efficiently. With fast service and a customer-first approach, we make it easy to get back on the road with confidence.

Choose Kore Tires for:

Wholesale tire pricing

Top tire brands for all vehicles

Professional tire installation

Outstanding customer service

Experience the Kore Tires difference - where quality meets affordability.

## Warranty & Returns Copy

### Quick Overview of Our PCR Tire Warranty

At Kore Tires, we stand behind the quality of our products. Here's a quick summary of our Passenger Car Radial (PCR) tire warranty:

**Standard Warranty Coverage:** PCR tires are covered under a limited manufacturer's warranty against defects in workmanship and materials for up to 50,000 km or 1 year from the date of purchase (whichever comes first).

**What's Covered:** manufacturer defects such as bulging, cracking, or splitting.

**What's Not Covered:** damage caused by road hazards, punctures, accidents, or improper use.

**Tire Maintenance Requirements:** tires must be rotated every 10,000 km or as per vehicle manufacturer recommendations (whichever comes first).

**Return & Inspection:** any defective tires must be returned to the original Kore Tires location for inspection.

### WARRANTY AND RETURN (Full Policy)

#### Returns & Exchanges

Can I return my tires?

Yes. Tires may be returned or exchanged within 30 days of purchase, provided they are unused, uninstalled, and in original condition.

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Can installed tires be returned?

No. Installed or mounted tires are not eligible for return or exchange.

What does "Final Sale" mean?

Final Sale tires cannot be returned or exchanged for any reason. Customers are informed before purchase.

What do I need for a return?

Original receipt

Tires returned to the same Kore Tires location

Tires must be clean and resale-ready (a \$30 cleaning fee applies if not)

Refunds

Refunds go back to the original payment method

Original card must be presented for card refunds

Email payment refunds are processed within 1 business day

Refunds must be claimed within 90 days of approval

Passenger Car Tire Warranty (PCR)

Coverage against manufacturing defects only

Standard tires: 50,000 km or 1 year

Warranty applies to the original purchaser only

Final Sale tires are not covered

What Is Not Covered

Road hazards (punctures, impacts, cuts)

Improper use or maintenance

Commercial use

Normal or uneven wear

Tires used outside Canada

Consequential damages (towing, downtime, loss of income)

Truck & Bus Tire Warranty (TBR)

90-day limited warranty

Covers manufacturing defects only

## Kore Tires – PRD

Damage and wear are not covered

Returns allowed only before installation

### Consumer Rights Statement

This policy does not affect any statutory rights consumers may have under applicable provincial or federal consumer protection laws.

### Inspection Authority Clause

Kore Tires reserves the right to inspect all returned or warranty-claimed tires to determine eligibility based on manufacturer and company standards.

### Usage Determination Clause

Determination of tire misuse, improper maintenance, or non-warrantable conditions will be made at the sole discretion of Kore Tires following inspection.

### General Disclaimer

Kore Tires' warranties are limited to those expressly stated in this policy. No other warranties, express or implied, including implied warranties of merchantability or fitness for a particular purpose, shall apply to the extent permitted by law.

### Limitation of Liability

Kore Tires shall not be liable for any indirect, incidental, or consequential damages, including but not limited to towing costs, loss of use, loss of revenue, or inconvenience.

### Policy Updates

Kore Tires reserves the right to amend or update this policy at any time without prior notice. The version in effect at the time of purchase shall govern.

## Contact Page Copy

Need a hand? Here's how to reach us

Thank you for choosing Kore Tires Sales and Services - your trusted partner for quality tires and expert vehicle care.

Have a question, need a quote, or want to book a service? Our team is here to help! Reach out to us through any of the following:

Phone: 780-455-1251

Email: [edmonton@koretires.com](mailto:edmonton@koretires.com)

Website: [www.koretires.com](http://www.koretires.com)

Hours: 9:00 AM - 5:00 PM, Monday to Saturday

Location: 11314 163 Street NW, Edmonton, T5M 1Y6

## Functional Notes

Inventory management system integrated with the website (admin can manage inventory).

Ability to create invoices directly from the system.

Retail pricing list included below. Wholesale pricing is still being finalized - please include a Wholesale Price field/column throughout the shop and admin system (can be blank/hidden until ready).

Shipping available. Shipping cost will be determined at the time of order (customers usually need to call for shipping cost).

Delivery is free within Edmonton.

Payment method: Pay on delivery. No online payment yet - add "Online payments: Coming Soon".

Tire search by size (Width / Aspect Ratio / Rim Size) and filter by tire type - see screenshot below as the UI example requested.

Shop-by-size UI reference screenshot:

Additional image asset from original file (as provided):

## 15. 2026 Premium Experience Guidelines (World-Class UX)

### 15.1 Homepage Structure (Wireframe Guidance)

- Goal: Move users from landing to finding tires in under 2 seconds, especially on mobile.
- Sticky mobile bottom bar: Home, Shop (primary action), Dealer/Account.
- Above-the-fold search 'engine' as a bento grid: (1) Shop by Size, (2) Vehicle Search (Year/Make/Model).
- Vehicle Search must never dead-end. If fitment data is missing, route to a priority quote flow (AI chat or WhatsApp) pre-filled with vehicle info.
- Trust layer directly under the search: Free delivery within Edmonton, Pay on delivery, Warranty and returns.

### 15.2 Frictionless Ordering and Checkout

- Replace 'Checkout' with 'Reserve Your Tires' when pay-on-delivery is enabled. This frames the flow as risk-free and premium.
- Step 1: Contact info. Step 2: Fulfillment method (Pickup, Installation, Edmonton delivery, Shipping). Step 3: Confirmation.
- Edmonton delivery shows shipping as \$0.00 (free delivery within Edmonton).
- Shipping outside Edmonton shows 'Rate calculated by specialist' and triggers follow-up messaging to collect city/postal code.
- After reservation, automatically send a confirmation message and open the AI chat prompt to continue the next step (shipping rate or scheduling).

### 15.3 Dealer Portal Experience (Velvet Rope)

- Upon dealer application submission, create a 'Pending Dealer' session (optional) so they can browse immediately.
- Show retail prices to pending dealers, and display wholesale pricing as locked until approval (no promises on exact approval time; reference business hours).
- Once approved, wholesale pricing becomes visible and wholesale checkout is enabled (if configured).

### 15.4 Inventory Presentation (Living Inventory)

- If quantity tracking is enabled, show low-stock badges when fewer than 4 units remain (for example: 'Low stock: only 1 set left').
- Always show a clear availability status: In stock or Available within 24 hours.
- Use subtle status indicators (for example a green dot for in-stock) to communicate readiness without clutter.

### 15.5 Technical Implementation Notes (for Lovable/Dev)

- Instant filtering: Search and filters update results without full page refresh.
- Skeleton loading for product grids during searches; avoid spinners for core flows.
- Context-aware AI: AI should know the page context (shop, product, services, dealer portal) to ask relevant next-step questions.
- If product photos are missing, use high-quality placeholders and maintain consistent aspect ratios to preserve the premium look.

## Appendix A: Full Retail Product List (Sizes and Prices)

Source: Kore Tires Website Content and Requirements Brief. Wholesale price column is intentionally blank (TBD).

Item / Size	Description	Preferred Vendor	Retail Price	Wholesale Price (TBD)
185/65/15	185/65/15 All Season Tires	SPORTRAK	\$65.00	
195/60/15	195/60/15 All Season Tires	SPORTRAK	\$65.00	
195/60/15 WINTER	195/60/15 WINTER	SPORTRAK	\$70.00	
195/65/15	195/65/15 All Season Tires	SPORTRAK	\$70.00	
195/65/15 WINTER	195/65/15 WINTER	SPORTRAK	\$70.00	
205/50/16	205/50/16 All Season Tires	SPORTRAK	\$70.00	
205/50/17	205/50/17 All Season Tires	SPORTRAK	\$75.00	
205/55/16	205/55/16 All Season Tires	SPORTRAK	\$70.00	
205/55/16 WINTER	205/55/16 WINTER	SPORTRAK	\$75.00	
205/55/17	205/55/17 All Season Tires	SPORTRAK	\$85.00	
205/60/16	205/60/16 All Season Tires	SPORTRAK	\$70.00	
205/60/16 WINTER	205/60/16 WINTER	SPORTRAK	\$75.00	
205/65/15	205/65/15 All Season Tires	SPORTRAK	\$75.00	
205/65/15 WINTER	205/65/15 WINTER	SPORTRAK	\$80.00	
205/65/16	205/65/16 All Season Tires	SPORTRAK	\$75.00	
215/45/17	215/45/17 All Season Tires	SPORTRAK	\$75.00	
215/45/18	215/45/18 All Season Tires	SPORTRAK	\$80.00	
215/50/17	215/50/17 All Season Tires	SPORTRAK	\$80.00	
215/50/18	215/50/18 All Season Tires	SPORTRAK	\$-	
215/55/16	215/55/16 All Season Tires	SPORTRAK	\$75.00	
215/55/16 WINTER	215/55/16 WINTER	SPORTRAK	\$80.00	
215/55/17	215/55/17 All Season Tires	SPORTRAK	\$80.00	
215/55/17 WINTER	215/55/17 WINTER	SPORTRAK	\$85.00	
215/60/16	215/60/16 All Season Tires	SPORTRAK	\$80.00	
215/60/16 WINTER	215/60/16 WINTER	SPORTRAK	\$80.00	
215/60/17	215/60/17 All Season Tires	SPORTRAK	\$85.00	
215/65/16	215/65/16 All Season Tires	SPORTRAK	\$80.00	
215/65/17	215/65/17 All Season Tires	SPORTRAK	\$90.00	
215/70/16	215/70/16 All Season Tires	SPORTRAK	\$85.00	
225/40/18	225/40/18 All Season Tires	SPORTRAK	\$80.00	
225/40/18 WINTER	225/40/18 WINTER	SPORTRAK	\$90.00	
225/45/17	225/45/17 All Season tires	SPORTRAK	\$75.00	
225/45/17 WINTER	225/45/17 WINTER	SPORTRAK	\$80.00	

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225/45/18	225/45/18 All Season	SPORTRAK	\$85.00	
225/45/18 WINTER	225/45/18 WINTER	SPORTRAK	\$90.00	
225/50/16	225/50/16 All Season Tires	SPORTRAK	\$-	
225/50/17	225/50/17 All Season Tires	SPORTRAK	\$80.00	
225/50/17 WINTER	225/50/17 WINTER	SPORTRAK	\$90.00	
225/50/18	225/50/18 All Season Tires	SPORTRAK	\$-	
225/55/17	225/55/17 All Season Tires	SPORTRAK	\$85.00	
225/55/18	225/55/18 All Season Tires	SPORTRAK	\$95.00	
225/55/18 WINTER	225/55/18 WINTER	SPORTRAK	\$95.00	
225/55/19	225/55/19 All Season Tires	SPORTRAK	\$100.00	
225/55/19 WINTER	225/55/19 WINTER	SPORTRAK	\$100.00	
225/60/17	225/60/17 All Season Tires	SPORTRAK	\$90.00	
225/60/17 WINTER	225/60/17 WINTER	SPORTRAK	\$90.00	
225/60/18	225/60/18 All Season Tires	SPORTRAK	\$90.00	
225/60/18 WINTER	225/60/18 WINTER	SPORTRAK	\$95.00	
225/65/16	225/65/16 All Season Tires	SPORTRAK	\$-	
225/65/17	225/65/17 All Season Tires	SPORTRAK	\$95.00	
225/65/17 WINTER	225/65/17 WINTER	SPORTRAK	\$105.00	
235/35/19	235/35/19 All Season Tires	SPORTRAK	\$85.00	
235/40/18	235/40/18 All Season Tires	SPORTRAK	\$90.00	
235/45/18	235/45/18 All Season Tires	SPORTRAK	\$90.00	
235/45/18 WINTER	235/45/18 WINTER	SPORTRAK	\$90.00	
235/45/19	235/45/19 All Season Tires	SPORTRAK	\$-	
235/50/18	235/50/18 All Season Tires	SPORTRAK	\$95.00	
235/50/19	235/50/19 All Season Tires	SPORTRAK	\$100.00	
235/55/17	235/55/17 All Season Tires	SPORTRAK	\$85.00	
235/55/18	235/55/18 All Season Tires	SPORTRAK	\$100.00	
235/55/18 WINTER	235/55/18 WINTER	SPORTRAK	\$105.00	
235/55/19	235/55/19 All Season Tires	SPORTRAK	\$105.00	
235/55R19 WINTER	235/55R19 WINTER	SPORTRAK	\$105.00	
235/60/16	235/60/16 All Season Tire	SPORTRAK	\$90.00	
235/60/17	235/60/17 All Season Tires	SPORTRAK	\$90.00	
235/60/18	235/60/18 All Season Tires	SPORTRAK	\$105.00	
235/60/18 WINTER	235/60/18 WINTER	SPORTRAK	\$105.00	
235/65/17	235/65/17 All Season Tires	SPORTRAK	\$95.00	
235/65/17 WINTER	235/65/17 WINTER	SPORTRAK	\$100.00	
235/65/18	235/65/18 All Season Tires	SPORTRAK	\$100.00	



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235/70/16	235/70/16 All Season Tires	SPORTRAK	\$95.00	
235/70/16 WINTER	235/70/16 WINTER	SPORTRAK	\$100.00	
245/40/18	245/40/18 All Season Tires	SPORTRAK	\$85.00	
245/40/19	245/40/19 All Season Tires	SPORTRAK	\$-	
245/45/18	245/45/18 All Season Tires	SPORTRAK	\$90.00	
245/45/18 Summer	245/45/18 Summer Tires	SPORTRAK	\$90.00	
245/45/18 WINTER	245/45/18 WINTER	SPORTRAK	\$95.00	
245/45/19	245/45/19 All Season Tires	SPORTRAK	\$100.00	
245/45/19 WINTER	245/45/19 WINTER	SPORTRAK	\$100.00	
245/45/20	245/45/20 All Season Tires	SPORTRAK	\$105.00	
245/45/20 WINTER	245/45/20 WINTER	SPORTRAK	\$105.00	
245/50/19	245/50/19 All Season Tires	SPORTRAK	\$-	
245/50/20	245/50/20 All Season Tires	SPORTRAK	\$105.00	
245/55/19	245/55/19 All Season Tires	SPORTRAK	\$100.00	
245/60/18	245/60/18 All Season Tires	SPORTRAK	\$100.00	
245/65/17	245/65/17 ALL SEASON	SPORTRAK	\$105.00	
255/45/19	255/45/19 All Season Tires	SPORTRAK	\$-	
255/45/19 WINTER	255/45/19 WINTER	SPORTRAK	\$105.00	
255/45/20	255/45/20 All Season Tires	SPORTRAK	\$105.00	
255/45/20 WINTER	255/45/20 WINTER	SPORTRAK	\$105.00	
255/50/19	255/50/19 All Season Tires	SPORTRAK	\$105.00	
255/50/19 WINTER	255/50/19 WINTER	SPORTRAK	\$105.00	
255/50/20	255/50/20 All Season Tires	SPORTRAK	\$110.00	
255/55/18	255/55/18 All Season Tires	SPORTRAK	\$100.00	
255/55/19	255/55/19 All Season Tires	SPORTRAK	\$110.00	
265/45/20	265/45/20 All Season Tires	SPORTRAK	\$-	
265/60/18	265/60/18 All Season Tires	SPORTRAK	\$110.00	
265/65/18	265/65/18 All Season Tires	SPORTRAK	\$110.00	
265/70/17 ALL WEATHER TERRAIN	265/70/17 ALL WEATHER TERRAIN	SPORTRAK	\$120.00	
275/55/20	275/55/20 All Season Tire	SPORTRAK	\$125.00	
275/60/20	275/60/20 All Season Tires	SPORTRAK	\$125.00	
285/45/22	285/45/22 All Season Tires	SPORTRAK	\$-	
9005 LED	9005 LED HEADLIGHT BULB		\$20.00	
9006 LED	9006 LED HEADLIGHT BULB		\$20.00	
DIESEL AIR HEATER SOLUTION	DIESEL AIR HEATER SOLUTION	Okyrie	\$189.00	
DIESEL ENGINE COOLANT HEATER	DIESEL ENGINE COOLANT HEATER	Okyrie	\$349.00	

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H11 LED	H11 LED HEADLIGHT BULB		\$20.00	
H13 LED	H13 LED HEADLIGHT BULB		\$20.00	
H7 LED	H7 LED HEADLIGHT BULB		\$20.00	
LT225/75/16	LT225/75/16 ALL WEATHER SNOW FLAKE	SPORTRAK	\$120.00	
LT245/70/17	LT245/70/17 All Terrain	SPORTRAK	\$-	
LT245/75/16	LT245/75/16 ALL WEATHER SNOW FLAKE	SPORTRAK	\$120.00	
LT265/70/17	LT265/70/17 ALL WEATHER SNOW FLAKE	SPORTRAK	\$140.00	
LT265/70/18	LT265/70/18 A/T	SPORTRAK	\$140.00	
LT275/55/20	LT275/55/20 MUDCROWN A/T	SPORTRAK	\$150.00	
LT33X12.50R20	LT33X12.50R20 WPRO ALL TERRAIN	SPORTRAK	\$180.00	
LT35X12.50R20	LT35X12.50R20 WPRO ALL TERRAIN	SPORTRAK	\$205.00	
OBD2 SCANNER ELM327	OBD2 SCANNER ELM327		\$15.00	
OBD2 VO11 SCANNER	OBD2 VO11 SCANNER		\$30.00	

## Appendix B: AI Business Agent System Prompt

Purpose: Define the exact behavior of the Kore Tires AI assistant across website chat and WhatsApp. This is the source-of-truth prompt to avoid inconsistent responses.

### System Prompt (Copy/Paste)

You are the official Kore Tires Sales and Services virtual assistant.

You help retail customers, dealers, and fleet/commercial customers with tire shopping, availability, pricing guidance, ordering, delivery/shipping questions, and service bookings.

#### Tone and style

- Friendly, professional, and concise.
- Ask one question at a time.
- Do not make promises you cannot guarantee (pricing, approval times, shipping rates, inventory availability).
- If you are unsure, offer to connect the customer to a human tire specialist during business hours.

#### Business facts (always use these)

- Business name: Kore Tires Sales and Services
- Address: 11314 163 Street NW, Edmonton, T5M 1Y6
- Hours: 9:00 AM to 5:00 PM, Monday to Saturday
- Phone: 780-455-1251
- Email: edmonton@koretires.com
- Delivery: Free delivery within Edmonton.
- Shipping: Shipping cost is calculated by a specialist after the order is received. If the customer needs an exact shipping rate, collect city and postal code and offer a call-back.
- Payments: Pay on delivery (customer pays when receiving the tires or at pickup/installation). Online card payments may be enabled later.

#### Primary tasks

##### 1) Help the user find tires

- Prefer Shop by Size (Width, Aspect Ratio, Rim Size).
- If the user does not know their size, ask for Year, Make, Model and trim. If fitment data is not available, capture details and create a quote request.
- If the user provides a tire size, confirm it back to them before proceeding.

##### 2) Handle availability

- Use the product availability labels:

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- In stock
- Available within 24 hours
- If availability is unknown, do not guess. Ask for the tire size and confirm you will check and follow up.

### 3) Explain the ordering flow (premium language)

- When pay on delivery is active, use the phrase "Reserve your tires" rather than "Checkout" when describing the process.
- Frame pay on delivery as risk-free: the customer can inspect at pickup/delivery before paying.

### 4) Delivery and shipping handling

- If Edmonton delivery: confirm it is free and ask for the delivery address and preferred delivery window.
  - If shipping outside Edmonton: say "Shipping rate will be calculated by a specialist." Ask for:
    - City and postal code
    - Tire size(s) and quantity
    - Name and phone number
- Then confirm: "We will contact you with the shipping rate and next steps."

### 5) Services and bookings

- Services include installation/changeover, rotation, and repair.
  - If a user asks to book, ask:
    - Service needed
    - Vehicle info
    - Preferred date (and time if applicable)
    - Phone number
- Then confirm that the team will follow up to finalize the appointment.

### 6) Dealer portal handling

- If the user is a dealer, explain that dealer accounts require manual approval.
- If not approved yet, invite them to submit a dealer application and capture:
  - Business name
  - Contact name
  - Email and phone
  - Address
- Do not disclose wholesale pricing to retail users or unapproved dealers.

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### Escalation rules

- Escalate to a human tire specialist when:
  - The user requests an exact shipping rate immediately.
  - The user has a complex fitment question or multiple vehicles.
  - The user is upset or disputes warranty/returns.
- When escalating, collect: name, phone, and the key details (tire size or vehicle info) and provide the phone number.

### Safety and compliance

- Do not provide legal or financial advice beyond the warranty/returns policy information provided by Kore Tires.
- Do not request sensitive personal data beyond what is needed for the transaction (name, phone, email, address for delivery/shipping).

## Standard Reply Snippets (Optional)

### Shipping outside Edmonton

- "We can ship that. The shipping rate is calculated by a specialist after we receive your order details."
- "What city and postal code should we ship to? And what tire size and quantity do you need?"
- "Thanks. We will contact you with the shipping rate and next steps."

### Pay on delivery framing

- "Payment is pay on delivery. You can inspect your tires at pickup or delivery before you pay."
- "To get started, we will reserve the tires for you and confirm the fulfillment option."

## Appendix C: Customer Notifications (Email and WhatsApp Templates)

These templates are designed to match the current fulfillment and payment rules: pay on delivery, free delivery within Edmonton, and shipping rates confirmed by a specialist.

### C.1 Email: Order Confirmation / Reservation (Pay on Delivery)

Subject: Your Kore Tires Reservation is Confirmed (Pay on Delivery) - {{order\_number}}

Hi {{customer\_name}},

Thanks for your order with Kore Tires Sales and Services. We have reserved your tires and will confirm the next steps shortly.

#### Order summary

- Order number: {{order\_number}}
- Items: {{item\_list}}
- Fulfillment: {{fulfillment\_method}}

#### Payment

- Payment is pay on delivery. You will pay when you receive your tires (delivery) or at pickup/installation.

#### Delivery and shipping

- Edmonton delivery: Free delivery within Edmonton.
- Shipping outside Edmonton: A specialist will calculate the shipping rate after we review your order. We may contact you to confirm your city and postal code.

Need help or want to make a change?

Phone: 780-455-1251

Email: edmonton@koretires.com

Hours: 9:00 AM to 5:00 PM, Monday to Saturday

Address: 11314 163 Street NW, Edmonton, T5M 1Y6

Thank you,

Kore Tires Sales and Services

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## C.2 Email: Shipping Rate Follow-Up (Outside Edmonton)

Subject: Shipping Rate Confirmation Needed - Order {{order\_number}}

Hi {{customer\_name}},

Thanks for your order. To calculate the shipping rate, please confirm the following:

- Shipping city and postal code:
- Best phone number to reach you:

Once we have this, our specialist will confirm the shipping rate and next steps.

Phone: 780-455-1251

Email: edmonton@koretires.com

Thank you,

Kore Tires Sales and Services

## C.3 WhatsApp: Order Confirmation (Short)

Hi {{customer\_name}}, this is Kore Tires. We received your order {{order\_number}} for {{short\_item\_list}}.

Payment is pay on delivery. Please confirm your fulfillment option: pickup, installation, Edmonton delivery (free), or shipping outside Edmonton (rate confirmed by specialist).

## C.4 WhatsApp: Shipping Rate Request (Outside Edmonton)

To confirm the shipping rate, please send your shipping city and postal code. We will calculate the rate and message you back with the total and next steps.

## C.5 Optional Dealer Emails

### Dealer application received

Subject: Dealer Application Received - Kore Tires

Hi {{dealer\_contact\_name}},

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Thanks for applying for a dealer account with Kore Tires. We have received your application and our team will review it during business hours.

If we need anything else, we will contact you.

Kore Tires Sales and Services  
780-455-1251  
edmonton@koretires.com

**Dealer approved**

Subject: Dealer Account Approved - Kore Tires

Hi {{dealer\_contact\_name}},

Your dealer account has been approved. You can now log in to view dealer pricing and place wholesale orders.

If you need assistance, contact us:  
780-455-1251  
edmonton@koretires.com

Kore Tires Sales and Services