AI READINESS FRAMEWORK

AI Readiness Audit

Qamar Home Goods (sample client)

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Rakiza Advisory ركيزة للاستشارات
Lead consultant: Hossam Sharara

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Executive summary

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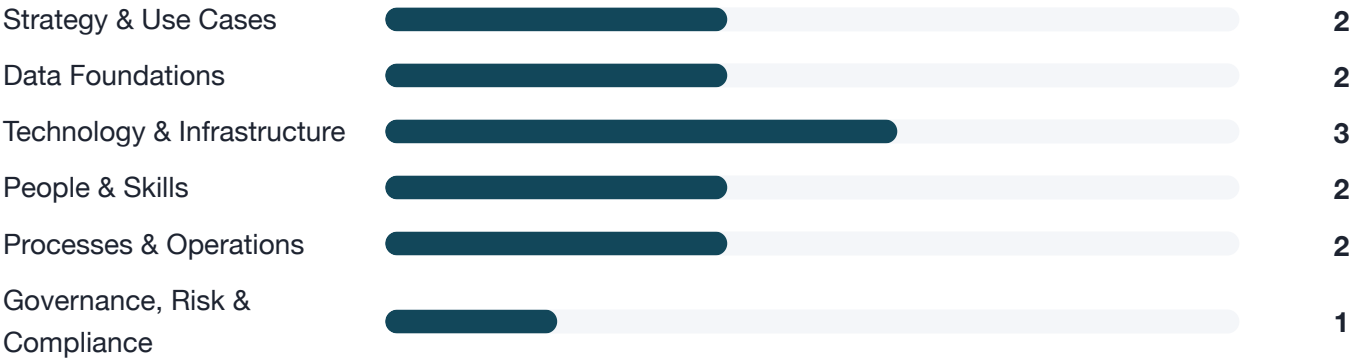
Overall maturity: Emerging

Weighted average across 6 dimensions. 1 = Ad hoc, 5 = Optimized.

Qamar Home Goods is at an early but promising stage of AI readiness. The business has clear, measurable priorities (online growth, inventory health, and faster customer service), modern cloud systems in Odoo and Shopify, and staff who are already experimenting with AI. These are real advantages: many retailers of this size start with neither clean priorities nor cloud systems.

The main obstacles are foundations rather than technology. Inventory and sales data is split between Odoo, Shopify, and store managers' spreadsheets, and the team rates its trust in that data at 2 of 5. There is no AI usage policy, while staff already use free AI tools and the business holds customer personal data covered by Saudi Arabia's Personal Data Protection Law (PDPL). Staff concerns about job losses and performance monitoring have not yet been addressed.

We recommend a focused 90-day plan: put basic data and usage rules in place in the first month, launch an order-status assistant on WhatsApp in the second, and prepare inventory data for demand forecasting in the third. The WhatsApp assistant offers the fastest return: most of the roughly 400 daily messages are order-status questions that can be answered automatically from Shopify and Odoo.



Scores by dimension

DIMENSION	SCORE	ASSESSMENT
Strategy & Use Cases Weight 20%	**2** Emerging	Business priorities are clear and measurable, and three sensible use cases have been proposed with owners. However, there is no written AI strategy, no budget, and no business case for any use case yet. • Questionnaire: top priorities stated with numeric targets (online share from 18% to 30%) • Questionnaire: no written AI strategy; the board requested an AI plan by Q1 • Questionnaire: executive sponsor in place, but no budget allocated
Data Foundations Weight 20%	**2** Emerging	Core transactional data exists in cloud systems, but stock data is split between Odoo, Shopify, and spreadsheets, and trust in the data is low. Customer messages, mostly in Gulf Arabic with some English, are not stored in any system. • Questionnaire: staff rate trust in data at 2 of 5 • Questionnaire: reordering done from memory and Excel by store managers • Questionnaire: data ownership is informal
Technology & Infrastructure Weight 15%	**3** Defined	Odoo and Shopify are cloud-hosted and both expose APIs, which makes integrations feasible. Capacity to build and maintain them is thin (one IT generalist and freelancers), and WhatsApp runs on two phones rather than the WhatsApp Business Platform. • Questionnaire: Odoo and Shopify both cloud-hosted; no in-house servers • Questionnaire: integrations built by freelancers; one IT generalist • Questionnaire: WhatsApp Business app used on two phones
People & Skills Weight 15%	**2** Emerging	A few enthusiasts use AI tools, but overall familiarity is low, no training has been given, and staff have concerns about job security and performance monitoring that need to be addressed openly. • Questionnaire: AI familiarity rated 2 of 5; no training provided • Questionnaire: customer service fears job cuts; store managers fear being judged by forecasts
Processes & Operations Weight 15%	**2** Emerging	Customer service and reordering are manual and largely undocumented, although the business knows its key volumes (about 400 WhatsApp messages a day). Baseline metrics such as response time and stock-out rate are not tracked systematically. • Questionnaire: only a few processes documented • Questionnaire: WhatsApp response time often over 6 hours
Governance, Risk & Compliance Weight 15%	**1** Ad hoc	There is no AI usage policy, staff use free consumer AI accounts with unknown data handling, and the business is unsure which data protection obligations apply despite holding customer names, phone numbers, addresses, and order history. • Questionnaire: no AI policy • Questionnaire: two staff use free ChatGPT accounts; usage elsewhere unknown • Questionnaire: unsure of obligations under the data protection law

Key findings

1. Customer data may already be entering unmanaged AI tools

HIGH PRIORITY | GOVERNANCE, RISK & COMPLIANCE

What we found Staff use free, personal AI accounts, and there is no rule on what may be pasted into them. The business holds customer names, phone numbers, addresses, and order histories.

Why it matters Customer personal data shared with consumer AI tools may breach Saudi Arabia's Personal Data Protection Law (PDPL) and customer trust, and the business cannot currently tell whether it has happened.

Recommendation Issue a one-page AI usage policy within two weeks: approved tools, data that must never be entered, and who to ask. Move AI users to business accounts that do not train on your data. Confirm your obligations under the data protection law with counsel.

2. Most WhatsApp volume is answerable automatically

HIGH PRIORITY | PROCESSES & OPERATIONS

What we found Customer service handles about 400 WhatsApp messages a day by hand, mostly order-status questions, from two phones. Response times often exceed six hours.

Why it matters Slow replies undermine the goal of growing online sales to 30% of revenue and tie up staff on repetitive questions.

Recommendation Move to the WhatsApp Business Platform through an approved provider, then add an assistant that answers order-status and return questions from Shopify and Odoo data, with handover to a person for everything else.

3. Inventory data is not ready for forecasting

HIGH PRIORITY | DATA FOUNDATIONS

What we found Reordering relies on store managers' memory and spreadsheets. Stock levels in Odoo and Shopify are not consistently reconciled, and staff rate trust in data at 2 of 5.

Why it matters A forecasting model trained on unreliable stock and sales history would give unreliable reorder suggestions and quickly lose staff confidence.

Recommendation Before buying forecasting software, make Odoo the single source of truth for stock, sync Shopify to it, and record stock-outs. Aim for 6–12 months of clean history per store.

4. Staff concerns could stall adoption

MEDIUM PRIORITY | PEOPLE & SKILLS

What we found	Customer service staff fear job cuts, and store managers fear forecasts will be used to judge them.
Why it matters	Without clear communication, staff may resist or quietly work around new tools, and the projected savings will not materialize.
Recommendation	State plainly how freed-up time will be used (for example, handling complex complaints and outbound sales), and position forecasts as decision support that managers can override.

5. No business case or budget for any AI use case

MEDIUM PRIORITY | STRATEGY & USE CASES

What we found	Three use cases have owners but no estimated cost, benefit, or budget.
Why it matters	Without a business case, the board's AI plan risks becoming a list of ideas rather than funded projects with measurable results.
Recommendation	Write a one-page business case for each of the three use cases using the KPIs in this report, and ask the board for a small, time-boxed budget for the first one.

6. Thin integration capacity

MEDIUM PRIORITY | TECHNOLOGY & INFRASTRUCTURE

What we found	Integrations depend on one IT generalist and freelancers.
Why it matters	AI tools that connect to Odoo, Shopify, and WhatsApp need ongoing maintenance; if a freelancer leaves, the tool may break with nobody to fix it.
Recommendation	Prefer off-the-shelf tools with native Odoo and Shopify connectors. Require freelancers to document integrations and hand over credentials and code.

7. No baseline metrics to prove value

MEDIUM PRIORITY | PROCESSES & OPERATIONS

What we found	Response time, stock-out rate, and dead-stock discounting are not tracked consistently.
Why it matters	Without a baseline, the business cannot show whether AI investments paid off.
Recommendation	Start tracking three numbers now: median WhatsApp first-response time, weekly stock-outs per store, and seasonal markdown value.

8. Product content generation is a quick win, if brought under policy

LOW PRIORITY STRATEGY & USE CASES

What we found	Marketing already generates product descriptions with AI, informally and outside any review process.
Why it matters	This is a low-risk, high-frequency task where AI already helps, but quality and brand consistency are not controlled.
Recommendation	Formalize it: a business AI account, a short style guide with approved Arabic and English examples, and a human check before publishing.

AI opportunities

Ranked by expected value relative to effort.

#	OPPORTUNITY	VALUE	EFFORT	MEASURE SUCCESS BY
1	**WhatsApp order-status assistant** Automatically answer order-status, delivery, and return-policy questions in Gulf Arabic and English using Shopify and Odoo data, handing other conversations to staff.	HIGH	MEDIUM	Median first-response time under 5 minutes; share of conversations resolved without staff
2	**Demand forecasting for reordering** Weekly reorder suggestions per store and product, once 6–12 months of reliable stock and sales history is available.	HIGH	HIGH	Stock-outs per store per week; seasonal markdown value
3	**Bilingual product content** Generate Arabic and English product titles and descriptions from a short template and brand style guide, reviewed before publishing.	MEDIUM	LOW	Time to list a new product; online conversion rate for refreshed listings
4	**Customer feedback analysis** Summarize WhatsApp and review comments by theme each month to spot product and delivery issues.	MEDIUM	LOW	Monthly issue themes identified and actioned
5	**Internal assistant for policies and procedures** A business AI workspace with the AI usage policy, return rules, and supplier procedures, so staff can find answers quickly.	LOW	LOW	Staff adoption rate; questions escalated to managers

Roadmap

Days 1–30

ACTION	OWNER	OUTCOME
Publish a one-page AI usage policy and move AI users to business accounts	Managing Director	No customer data in unmanaged AI tools
Confirm data protection obligations with counsel	Managing Director	Known compliance requirements before any customer-facing AI
Start tracking the three baseline metrics	Operations Head	Baseline for measuring value
Brief staff on the AI plan and how freed time will be used	Managing Director	Reduced resistance

Days 31–60

ACTION	OWNER	OUTCOME
Select a WhatsApp Business Platform provider with Shopify integration	Customer Service Manager	Shared inbox and API access
Pilot the order-status assistant on a subset of conversations	Customer Service Manager	Measured response time and resolution rate
Roll out a product-content style guide and review step	Marketing Lead	Consistent bilingual listings

Days 61–90

ACTION	OWNER	OUTCOME
Make Odoo the single source of truth for stock and sync Shopify	IT Generalist with freelancer	Reliable stock data across channels
Record stock-outs per store weekly	Store Managers	Training data for forecasting
Review pilot results and decide on full WhatsApp rollout	Managing Director	Go/no-go decision backed by data

Risks and assumptions

- Assumes Shopify and Odoo order data can be linked by order number; to be confirmed during setup.
- Response-time gains depend on moving from the WhatsApp Business app to the WhatsApp Business Platform.
- Forecasting value depends on accumulating reliable history; results before then should be treated as indicative.

- Regulatory points in this report should be confirmed with legal counsel.

Appendix: methodology

Each dimension is scored from 1 (Ad hoc) to 5 (Optimized) against the level descriptions below, using the client's questionnaire answers, documents provided, and discussion during the engagement. The overall score is the weighted average of the dimension scores.

Strategy & Use Cases · weight 20%

Does the organization know where AI creates value, and has it prioritized?

1	No AI goals; interest is driven by hype or individual curiosity.
2	Some use cases discussed informally; no owner, no business case.
3	A shortlist of use cases with owners and rough value estimates.
4	Prioritized portfolio tied to business KPIs; funding and executive sponsor in place.
5	AI is part of strategic planning; portfolio reviewed regularly with measured ROI.

Data Foundations · weight 20%

Is the data needed for priority use cases available, accessible, and trustworthy?

1	Data scattered in spreadsheets and inboxes; no inventory.
2	Core systems exist (ERP/CRM) but data is siloed and quality is unknown.
3	Key datasets identified, accessible, and owned; known quality issues.
4	Central store or warehouse with documented pipelines and quality checks.
5	Governed, cataloged data platform; data treated as a product.

Technology & Infrastructure · weight 15%

Can the organization build, buy, and run AI solutions securely?

1	No cloud or integration capability; tools are adopted ad hoc.
2	Some cloud/SaaS use; integrations are manual or one-off.
3	Standard cloud stack, APIs, and a sanctioned way to use AI tools.
4	Reusable platform for AI apps (APIs, evaluation, monitoring, access control).
5	Mature platform with automation, cost controls, and fast path to production.

People & Skills · weight 15%

Do staff and leaders have the skills and incentives to adopt AI?

1	Little awareness; no training; resistance or fear.
2	Enthusiasts experiment individually; no structured training.
3	Basic AI literacy training; a few people who can build or buy solutions.
4	Role-based training, internal champions, and access to technical talent.
5	AI fluency is part of hiring, performance, and culture.

Processes & Operations · weight 15%

Are processes documented and measured well enough to automate or augment?

1	Processes undocumented and person-dependent.
2	Some processes documented; few metrics.
3	Key processes documented with baseline metrics.
4	Processes measured continuously; automation already in use.
5	Processes redesigned around AI with continuous improvement loops.

Governance, Risk & Compliance · weight 15%

Are AI risks (privacy, security, accuracy, legal) identified and controlled?

1	No policy; staff paste company data into public tools unchecked.
2	Awareness of risks; informal guidance only.
3	Written AI usage policy; data protection obligations identified (e.g., Egypt PDPL 151/2020, GDPR).
4	Risk review for each AI use case; vendor due diligence; human oversight defined.
5	Integrated AI governance with audits, incident handling, and regular policy updates.

This report reflects an independent assessment based on information supplied by the client and documents reviewed during the engagement. It provides recommendations, not guarantees of outcomes, and does not constitute legal, financial, or regulatory advice.