

SREE VANKATESH AQUA WATERPROOFING

“Every Roof Will Be Waterproof”

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■ ■ 1-Year Business Growth Plan

■ Phase 1 (0–3 Months): Build a Strong Foundation

- Create an online identity — set up your website, Google My Business profile, and WhatsApp Business account.
- Upload photos and videos of past waterproofing projects on social media.
- Collect customer feedback and post it on your website and Google profile.

■ Phase 2 (4–8 Months): Expand Your Work

- Collaborate with material brands like Dr. Fixit, Asian Paints, Berger, or Fosroc for discounted rates.
- Build a small, trusted team (2–3 people) and ensure professional safety and presentation.
- List your services on Google, Justdial, and IndiaMART. Offer a ‘Free Site Visit’ to attract new clients.

■ Phase 3 (9–12 Months): Build a Brand Identity

- Design a company logo, uniform, and ID cards for your team.
- Create short ‘Before & After’ waterproofing videos for YouTube and Instagram.
- Take certified waterproofing training from Dr. Fixit or Asian Paints SmartCare.

■ Goals

- Add 30+ new clients.
- Partner with at least 3 major brands.
- Achieve a 4.5+ star rating on Google.
- Increase profit by 25%.