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## **Organization overview**

**Name-** BuildPro Constructions

( A combination of “build” and “pro”, implying professionalism)

## **Summary.**

- BuildPro Construction is a dynamic and innovative construction company dedicated to delivering exceptional building experiences. With a focus on quality, safety and customer satisfaction. BuildPro strives to exceed their clients' expectations and establish themselves as the best construction company.

## **History**

- BuildPro was founded in 2020 by Rhulani Baloyi, a seasoned construction professional with a passion for building high-quality homes and commercial properties. With a commitment to excellence and customer satisfaction. BuildPro quickly established itself as a trusted reliable construction company in Johannesburg.

## **Mission**

- BuildPro progresses to deliver high-quality construction projects that exceed their client’s expectations, while maintaining a commitment to safety, sustainability and community involvement.

## **Vision**

- BuildPro aims to be the construction company of choice for clients who value quality, reliability and integrity to make a positive impact on the people we serve.

## **Target audience**

- BuildPro targets audiences like homeowners, businesses and organizations around Johannesburg who seek high-quality construction services.

### **Demographics**

- Age between 21-65 years.
- Income: R50 000 and above.
- Location: Johannesburg.

- Occupation: Professional business owners and homeowners.

#### **Psychographics**

- Seeks innovation and sustainable construction solutions
- Values quality and reliability

#### **Website Goals and objectives**

- **Goals** for the website is to Generate leads which will encourage website visitors to get more information and to get in contact with the company for construction services, resulting in a steady stream of new leads.

#### **KPIs**

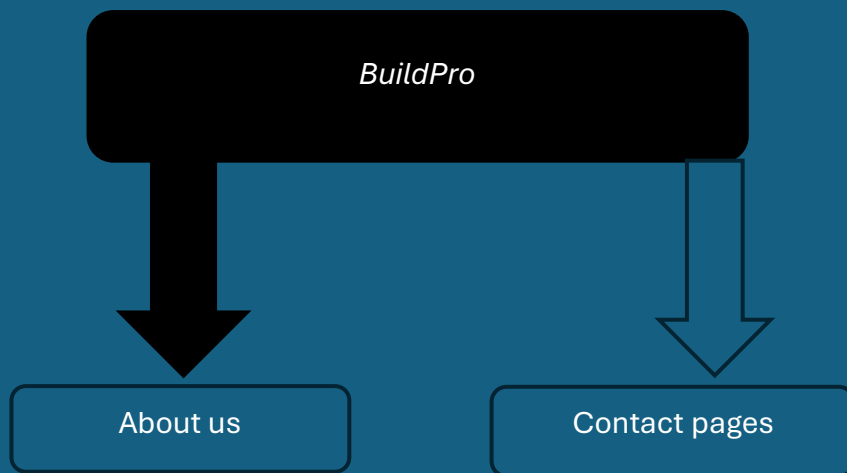
- Phone calls
- Email inquiries
- Conversion rate

#### **Current website analysis**

- None

#### **Website features and functionality**

##### **Homepage**



### **About us**

- At BuildPro we are dedicated to delivering expectational construction services that will please our customers and make them trust us & believe in our good services.

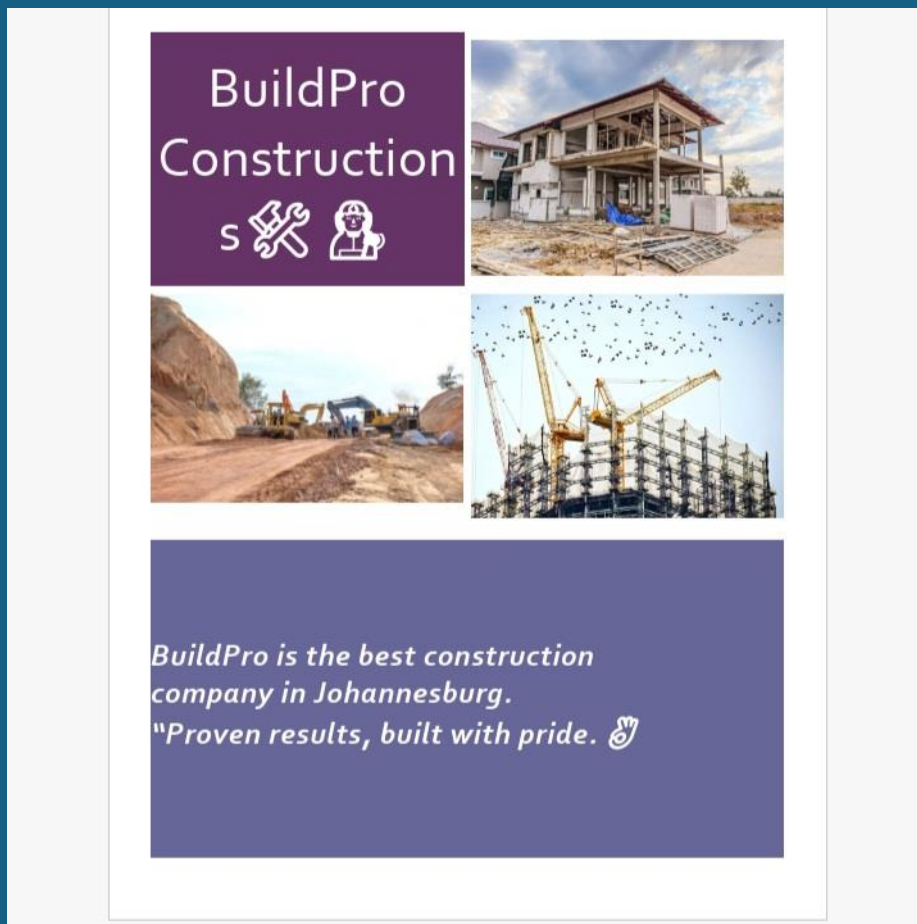
### **Contact Page**

- Here is our contact page, where you will find information on how to get in contact with us.
- Name: Rhulani Baloyi
- Contact Number: 081 774 6534
- Landline Number: 011 768 9055
- Emails us at: [buildpro20@gmail.com](mailto:buildpro20@gmail.com)

### **Product or services Page**

- BuildPro offers a good service to the people around Johannesburg, services that will exceed client's expectations and a lot more
- BuildPro offers the best quality materials of any constructive sources needed.

### **Design and User experience**



### Timeline and Milestone

Proposed Time	
01-14 March	Find an organization and design project approval.
15-05 April	Complete project and Complete website for submission.

### Budget

Name	Cost
Domain Name Registration	<b>R100</b> per month
Website hosting	<b>R30</b> per month
Website design	<b>R600-R2000</b> per month
Website development	<b>R2000-R11000</b> per month
Content creation	<b>R 600-R2000</b> per month
Ongoing maintenance	<b>R600- R2000</b> per month
Total estimated cost	<b>R205 560</b> per year

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**My GitHub repository**

<https://github.com/neo20061203/Part-1>