



COMPANY PROFILE FOR SWAZI WATERPROOFING EXPERTS (PTY) LTD

“Keeping You Covered”

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BACKGROUND INFORMATION

Swazi Waterproofing Experts (Pty) Ltd is a company situated at Mbabane, Fourways Building, Office No: 111.

The company has been in the business for over five (5) years and their success rate in this industry, residential and commercial industry speaks for itself. With its management's in-depth knowledge of this business, the company is in a good position to grow and expand its business and increase its turn-over and profit.

MISSION

Swazi Waterproofing Experts mission is to provide the best service to its customers, to be the service provider of choice with regard to services provided and to provide exceptional service to its customers at competitive prices.

VISION STATEMENT

SWAZI WATERPROOFING EXPERTS wants to be the preferred service provider in the Residential & Commercial Industries.

They want to achieve this by providing high quality products & services that will exceed the expectations of their clients and stay competitively priced.

BUSINESS OBJECTIVES

The objectives of the business shall be:

- To afford a flow of income to its owners.
- To ensure timely growth of the enterprise by ensuring fair returns on investments.
- Creation of good reputation and an excellent track record, and the development of good customer relationship through the provision of the best services.
- Enhance the value added to our customers by acting promptly.
- To build a good relationship between the business and customers.

What the company does

We repair all types of roofs including

- **IBR steel roofs**
- **corrugated iron roofs**
- **pitched cement tiled roofs**
- **slate tile roofs, cement tile roofs**
- **Everite tile roof**
- **asbestos roofs**
- **bitumen roofs**
- **flat roofs**
- **torch on roofs**
- **balconies**
- **tiled balconies**
- **polymer waterproofing roofs**
- **Polycarp and steel roofs**

The company has taken the stand to grow continuously with the market as well as with their client base and they render the following products & services:

- **Water Proofing of Roof Leaks**
- **Damp Proofing & all Painting works**
- **Walls & under Floor Tiles waterproofing**
- **Installations of Ceilings**
- **Maintenance of Buildings**
- **Installations of IBR Roofs & Corrugated Iron Roofs**
- **Tanking and Tile waterproofing**
- **Valleys, Flashings & Cement Reservoirs**
- **Building of Fish ponds and painting of it**
- **Liquid membrane application**

BUSINESS LOCATION AND MANAGEMENT

The business is based in Mbabane Fourways Building, Office No. 111.

Directors

The owner of SWAZI WATERPROOFING EXPERTS is *Mr. STEVEN M VILAKATI*, he is 100% Liswati. He is highly qualified in his field of expertise and is very influential in the business community around Eswatini as he had worked for couple of big companies local and outside the Kingdom of Eswatini like;

- Duck Waterproofing and Coatings (Eswatini)
- Prosper Waterproofing and Painting (Eswatini)
- Mpumalanga torchers (RSA)

He possesses exceptional people skills and is highly regarded by his client base. He has undergone proper training in waterproofing by waterproofing manufactures like;

- ABE construction chemicals
- Durachem [STT sales]
- DERBIGUM South Africa

The management of SWAZI WATERPROOFING EXPERTS strongly relies on all employees to achieve the set targets and goals in the business and the corporate environment so that they will be able to be successful in this industry.

Staff

They have a well-equipped business team of twelve (12) staff members that will attend to each and every need of you.

Portfolio

A. Clients:

SWAZI WATERPROOFING EXPERTS is proud to form close relationships with different clients in the Residential and Commercial Industry, such as:

- Bethel Court
- Velekhaya Investments
- Swazi Roof Masters
- King's Office

B. References:

Some of the projects with contact details they have completed recently:

Contact Person Name	Company	Contact Number & Email Address
Dumezweni	King's Office	7606 6010
Wynard Peters	Swazi Roof Masters	7602 7672 / srm@gmail.com
Phumelele Motsa	Velekhaya Investments	7602 5291 / velemp@yahoo.com
Ian Johns	Private client	7821 8904 / ian@logico.co.za
Bongile Mbingo	Bethel Court	76031311/ reservations@swazibethelcourt.com

C. Social Responsibility

SWAZI WATERPROOFING EXPERTS prides itself on engaging in different social responsibility initiatives in their direct community and beyond.

The upliftment of young, previously disadvantage individuals are at the forefront of them.

MARKET ANALYSIS

Target Market

Fundamental to the needs the business's potential client base is their need to be served with the required quality of work/service on a timely basis at affordable prices. The clients will be ensured high quality services.

Product Strategy

To ensure that best service is accorded to customers, and to be reliable as well.

The business's product strategy is focused insofar as it carefully selects top of the range services that focus specifically on particular target market will allow the business to become a leader in providing services to selected segments, rather than a diluted service to the mass market.

Pricing Strategy

Competitive prices are charged to customers. These policies characterize the business's pricing policy. While such pricing policies are commonplace within the industry, they justify such policies through their commitment towards offering exceptional service to their clients.

CONCLUSION

This company profile is viable but needs very strict control of the budget especially in meeting the requirements of the operations and turnaround times. The company will offer guaranteed service to their customers.

The project promoter is seasoned entrepreneur, who is not likely to commit himself beyond his means. His experience and skill in managing current operations will set the above the rest.

Photos taken on some of our completed projects

SHOWERBOX WATERPROOFING (OSSU-NGONINI)



LIQUID MEMBRANE APPLICATION (PIET RETIEF-RSA)



TORCH-ON APPLICATION (MANTENGA - PRIVATE CLIENT)



SILVAKOTE APPLICATION (LOZITHA PALACE)



WATERPROOFING TESTING (LOZITHA PALACE)



CONCRETE GUTTER WATERPROOFING (LUPHALWANE)

