



**THE COMIC
SERIES 1**

THE
Invisible
SOLUTION
On Waterproofing

Hi, i am
KABU




KABU

"Hi, Jigar, Do you know why people face problems during waterproofing while dealing with a company or contractor?"

Customer "Jigar" :
"No. i am not aware that who is creating such problems!"





Jigar : "Hi KABU,
can you please explain me
why there are problems
during waterproofing ?

KABU

OK. Let me explain all your
problems with detailed
explanation arising at each level

KABU

"I will explain every problem in detail as a case study of every scene of my experience while i was dealing with different customers Or other representatives of several other waterproofing companies.



Case Study 1

Misguiding People with advertising

Brand representative:

"I am the pioneer and champion of Paints in the market and ruling the market since more than 70 years, and also supply some paints for waterproofing.

Who are you, to come and disturb the market with your waterproofing chemicals ?

Jigar :


Oh, my my...
the so called champion is
misguiding people

KABU

"I am here to educate the people that waterproofing can not be done with paint and also about you, that you are misguiding the people by influencing them through a celebrity in your ad campaigns.

Case Study 2

Misleading people with trust



Jigar :
Oh my god....is this how all
so called doctor's are ?

KABU

"You call yourself "Doctor of Waterproofing" but people trust you only for your monopoly product which is in different category, so why do you enjoy to mislead the people the trust they have build on you.

Brand representative:
"We just know to do business, and business is all about encashing the trust which we have build with only one product.

People dont know anything about waterproofing, so we enjoy easy selling with conditional warranty and generate more business. As we consider that by saying ourself Doctor is more important then wasting time in educating customer.

Case Study 3

Misleading people with cheapest waterproofing.



I am **Shyam from SUDAMA GLOBAL** and we sell cheapest waterproofing chemicals to capture the market. We advise people for doing waterproofing every year so we can do more business.

How will you compete with me?



KABU

It is never about cheap waterproofing it is always about quality of waterproofing that provides solution for around 10 years. You are cheating the innocent people with your advise and products which is not at par with our quality.

There will be one day when people will ask for quality and not the cheap products.



KABU

Thank you Jigar to understand about waterproofing gimics by multinational companies.

Let me also explain you how contractors also break customers trust.

Jigar:

Now i understand how these multinational or local companies just have their focus on business and not providing any solutions to customer.

But i see that every customer apart from trust of a company, we also go with the words of a contractor, then how these contractors can fool us ?

Case Study 4

Cheating by contractor



KABU

Hey John, i understand that you are just a contractor & you need business, but that does not mean you cheat the customer because they bargain.

There is always a way to educate the customer for explaining that bargaining will not solve their problem.

Contractor John :

Hey KABU, why are you spoiling our business by educating the customer ?

Till date we have enjoyed doing waterproofing with low cost material or diluted material to match the rate that customer offers after bargaining. Because customer's loves to bargain & we do it for them.

Case Study 5

Saving the cost for bribing

KABU

How much ever you bribe for the contract, but there will be one day when quality speaks. Every developer have to provide atleast 5 years warranty to their customer so once the developer suffers due to unnefficient quality of work they will durely kick you out. This is what our aim is.

The logo for KABU, consisting of the letters 'KA' stacked above 'BU' in a white, bold, sans-serif font, enclosed within a white square with a black border.

Contractor Khan :

Hey KABU, you can not mess with me by educating every developer about the wuality of waterproofing. As i believe to take up all the projects with muscle power and bribing the channel on client side. Then its upto me that which cheapest product to use to save the cost and provide the bribe.



KABU

KABU
Welcome to
our training centre

We are developers, Architects, contractors, PMC's. We have understood the problem of waterproofing and the market which is exploiting us. We have been suffering since ages through companies and contractors due to which we do not get any service for the warranty of work done by them. Today we have realized that we need to upgrage ourselves in your education centre and operate the business with knowledge and clarity for getting product and services along with warranty.

Civil Engineer

Purchase Manager

CEO

Architect

PMC consultant

BUILDER

OWNER (BUILDER) talking with the team:

Today, after knowing the facts of waterproofing at KABU training centre, let us all consider following points :

1. Not being afraid of reference / muscle power of contractor
2. Understanding the quality & base of product
3. No focus on cheap waterproofing
4. Bargaining with logical reasoning & for equal quality.
5. Reading warranty terms.
6. Appointing professional contractor.

