

WhatsApp Business & Catalog Setup

Building Materials & Hardware

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a WhatsApp Business plan for a building-materials dealer — catalog of products/brands, quick-quote and order flows, broadcast offers to customers and contractors, and payment/reminder use — so you serve and sell on the channel customers already use. Use it to run WhatsApp selling. For the CRM use the Customer Database & CRM tool.

Purpose of this tool & output

Run enquiries, catalog and offers on WhatsApp

How the output is used

Use it to run enquiries, catalog and offers on WhatsApp — a WhatsApp Business and catalog setup that speeds quotes and repeat orders.

Important cautions

Broadcast to opted-in contacts with genuine value (offers, stock, price updates); over-broadcasting gets your business number blocked.

Companion documents

- Digital Presence & Online Discovery Plan
- Business Digitization Roadmap
- B2B Marketplace & Online Selling
- Content & How-To Marketing
- Customer Database & CRM
- Business MIS Dashboard

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