



# BUSINESS REPORT

Date: **18th May 2024**

Business Reference: **36585**

About the Business:

## Excellent ROI - Resale of an Existing Franchise Area in Cape Town

---

Established in 2013, with a national footprint of 35 years, this business is an icon in the Painting and waterproofing industry. This is a Franchise Resale. Details will be disclosed to approved buyers.

# Excellent ROI - Resale of an Existing Franchise Area in Cape Town



Sector: **Services**

Asking Price:

R **880,000**

Monthly Profit:

R **95,000**

Asset Value:  
R **420,000**

Stock Value:  
R **0**

Yearly Net Profit :  
R **1,140,000**



# Business Report

## Fully describe the business's activities?

This Business Opportunity is available due to the re-sale of an existing area in Cape Town North.

The business is a franchise area, currently part of the only company in South Africa, that Manufactures, Supplies, and Applies a full range of building maintenance products, which are Enviro-friendly countrywide and carry guarantees.

These Enviro-friendly Systems and Solutions are designed for:

- The entire broad spectrum of Waterproofing
- Lateral and Rising Damp
- Interior and Exterior paints and coatings
- Refurbishment of Roofs
- Replacement of Roofs
- Asbestos Solutions
- Swimming pool refurbishment
- Guarantees

## How does the business operate on a daily basis?

The Business to be set up will be one where the Franchisor will assist in acquiring the correct staff mix.

Work should commence at 7 am when all staff report to an operational office and then assigned to various projects

The involved owner will manage the business by acquiring sales, servicing the clients and delivering excellent workmanship.

Visiting of old and new clients will also be imperative to grow the business.

## What Advertising/Marketing is carried out?

Web Site advertising on the internet, franchise and radio advertising

## What competition exists?

Limited competition from other competitors offering the same product knowledge and offering.

### How could the profitability of the business be improved?

Acquiring more clients.  
Revisiting old clients

### Give a breakdown of staff/ functions/ length of service?

To be supplied by the Franchisor.

### How involved is the Owner in running the business?

The more involved the Owner will be, the more successful and profitable, it will be.

### When does the current lease end?

A new Premises to be found - initially work from home

### What are the trading hours?

7:00am to 16:00 Monday to Friday.

### What are the main assets of the business?

A full list of assets will be made available but to be noted: The Business will need vehicles, at least 1 bakkie to start with.

### Strengths?

This business is a member of an established brand with 35 years of experience.  
The local branch has been profitable and has been trading more than 13 years.  
The business specializes in maintenance which will always be a requirement.  
The material used has been specially designed for the specific purpose for which it is required and delivered with an acceptable guarantee.  
An existing client base/goodwill has been built over 13 years  
Products are environment friendly and carry guarantees.

## Weaknesses?

Bad weather ( Rain and wind) will effect your immediate performance but also bring you work in the long run.

## Opportunities?

Bad weather does bring you additional work and more aggressive marketing will be to the advantage of the business. Many coastal factories and warehouses are fitted with asbestos sheeting and legislation to maintain these roofs should be policed properly.

This will create a huge opportunity for businesses in this trade

## Threats?

Maintenance will always be a required service especially along the coast with our adverse weather conditions.

## What is the reason for the sale?

To be discussed in more detail with approved buyers.