business
for sale



BUSINESS REPORT

Date: **31st October 2026**
Business Reference:**38274**

About the Business:

Marketing and printing company in the West of Johannesburg

This company specialises in trailer advertising and also provides a wide range of visual marketing and branding services. Their offerings include wide-format printing, window tinting, corporate branding, retail graphics, point-of-sale materials, and fleet branding

Marketing and printing company in the West of Johannesburg



Sector: **Services**

Asking Price:

R 4,700,000

Monthly Profit:

R 110,824

Asset Value:
R 4,400,000

Stock Value:
R 0

Yearly Net Profit :
R 1,329,887

Business Report

Fully describe the business's activities?

This is a business that offers customers a diverse range of visual marketing products and services. They started as a mobile billboard advertising company and now delivers indoor and outdoor branding solutions. They offer high-quality wide format printing, mobile billboards, and Hologram fan displays. They also do window tinting.

How does the business operate on a daily basis?

Clients make contact via email, social media or telephone for their PVC, vinyl and vehicle branding services. Other advertising needs are outsourced

What Advertising/Marketing is carried out?

External/Internal Sales, Social Media and outdoor advertising.

What competition exists?

Bohuvu Print
Savvi
Finx Advertising
Impact Media
Trailer Advertising
Visible Adverting

How could the profitability of the business be improved?

Instead of outsourcing, many of the other branding, printing and advertising services can be brought inhouse

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

Admin
Finance
Sales
Design
Print
Manufacturing
Installation
Drivers
Operations

Do any have management potential?

Yes - New owners discretion

How involved is the Owner in running the business?

Daily Sales

When does the current lease end?

The premises belongs to the seller. A new lease will be signed with the Purchaser

What are the trading hours?

Monday to Friday 7.30am to 16.30pm

What are the main assets of the business?

Office furniture
89 trailers
Large format printers
4 vehicles (bakkies)

Strengths?

Diverse Service Offering
Strong logistic capability
Extensive fleet availability
Specialised expertise in outdoor and retail branding

Weaknesses?

Dependence on physical advertising demand
Competitive industry
Limited differentiation in a crowded market

Opportunities?

Growth in experiential and outdoor advertising
Expansion into digital print hybrids
Businesses regularly update signage - Branding cycles
Partnerships with national retailers and property groups
Increasing demand for window tinting and protective films
Growth in fleet branding for logistics and delivery companies

Threats?

Intense competition from print shops and signage companies
Rising material costs
Technological disruption - Digital advertising
Regulatory restrictions on outdoor advertising
Economic pressure on marketing budgets

What is the reason for the sale?

Want to focus on their property developments