



BUSINESS REPORT

Date: **4th May 2024**

Business Reference: **35434**

About the Business:

The equipment in this modern video production studio is for sale.

In the heart of Cape Town is a modern, live, video production studio. It has the latest video equipment, such as 4K cameras, a teleprompter, lighting, studio backdrops, green screens, professional software licenses, the computer power to make the software work, grip equipment, an 8-channel talk-back system, flight cases, and a high-end audio setup for live events. All equipment is for sale.

The equipment in this modern video production studio is for sale.



Sector: **Services**

Asking Price:

R **750,000**

Monthly Profit:

R **0**

Asset Value:

R **1,522,700**

Stock Value:

R **0**

Yearly Net Profit :

R **0**



Business Report

Fully describe the business's activities?

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The studio is situated in a beautiful and professional office environment. There is space for multiple editors, videographers, colorists, audio engineers, and sales and marketing people.

The studio focuses on training, live streaming, corporate events, and product launches.

How does the business operate on a daily basis?

They have run this business as a purely in-house production facility for their existing client base. The opportunity to grow this business is immense.

What Advertising/Marketing is carried out?

No marketing has been undertaken at all.

When does the current lease end?

Own premises to be provided

What are the main assets of the business?

A full list is available.

Strengths?

Good, well maintained equipment

What is the reason for the sale?

They are a software company using the studio for there in-house customers to do launch, training, product, and live event videos. This is not their core business and they want to focus on their international software business.

They are therefore selling the video production equipment at fair market value