



BUSINESS REPORT

Date: **21st October 2025**

Business Reference: **37386**

About the Business:

Brand Building Social Media and Design Agency - Cape Town

By offering various design and social media services, this business involves executing a tailor-made strategy on social media, content creation, managing their clients online pages and engaging with their audience – the works!

Brand Building Social Media and Design Agency - Cape Town



Sector: **Services**

Asking Price:

R **950,000**

Monthly Profit:

R **39,709**

Asset Value:

R **10,000**

Stock Value:

R **0**

Yearly Net Profit :

R **476,506**



Business Report

Fully describe the business's activities?

The Business offers a variety of Design and Social Media Services:

- Social Media Management: This involves executing a tailor-made strategy on Social Media, content creation (shooting and editing videos & photos), managing the clients online pages (writing captions and replying to messages) and engaging with their audience – the works!

They basically take over the responsibility from the business owner to run their Social Media Accounts.

- Digital Marketing: The business also customise a digital marketing strategy to suit the client's growth goals. Whether it's SEO, email marketing or ad campaigns, influencer marketing or arranging a giveaway campaign.

- Social Media Consultations: They start with in-person or virtual consultations where they set out time to talk strategy, audit the client's accounts, and advise where there is room for improvement. As an add-on, they can create a customised content calendar for the business.

- Brand Development and Graphic Design Services: By compiling a brand guidelines booklet and clarify how to portray the client's business online through choosing design elements, developing the brand personality and defining their voice to build a cohesive brand.

- Social Media Workshops: By hosting Social Media Workshops they equip business owners or one of their employees with the necessary skills to manage a social media page. They teach them the technical side of social media so that they can take control of their business's online presence with confidence.

How does the business operate on a daily basis?

Every day looks different, but a week usually contains the following:

Mondays: They have a team meeting for 45 min about the week ahead and discuss any relevant situations with clients or something that they have learned / news in the Social Media World.

Then they work at the "office": admin, design posts, write captions and edit reels - this is not needed but they like socialising and building a sense of team.

Tuesdays and Thursdays: Work from their own homes. Work on content calendars, strategy plans, meetings with clients and continue with "normal work" such as design posts, write captions and edit reels.

Wednesdays and Fridays: They normally head out to clients to shoot content or have a monthly meeting. This isn't every single week, but most weeks.

What Advertising/Marketing is carried out?

No paid advertisements are done. They just create normal posts on Social Media without any ads.

The owner feels that they can sign much more clients and grow the team if they do some paid ads, but because she recently got a baby and is very involved in supporting her husband, she has a lack of time and too much on her plate.

Email marketing and Meta Ads can make a big impact.

What competition exists?

There are many other Social Media Agencies in the bigger Cape Town, but each one is unique and targets different clients.

The clients are spread all over Cape Town and they even have a client in Australia.

How could the profitability of the business be improved?

The business still has a lot of potential that hasn't been tapped into yet.

If the new owner has more time (the current owner only works 4 half days a week in the mornings. 2 days are spent within the "virtual office from 9:00 - 13:00) and do marketing, more clients can be signed up.

Currently she declines work if she does not have capacity. She picks up her child at the day care at 13:15 and the afternoons and evenings are spent on her family.

Every time an employee gets added to the team, it gives an opportunity to sign at least 5 more clients that could improve the profit.

They have turned down a lot of clients, because the owner does not have time to invest into the intern program and equipping a new team member.

In 2024 the business had more staff members but the owner scaled down. She got her first baby and 2 staff members resigned.

Another area that the new owner could visit is employing someone who specializes in Meta Ads Management: they currently outsource these services.

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

Staff Member 1: The Graphic Designer and Social Media Manager. She's been with the business from the start, 5 years ago.

She knows the ins & outs of the company. She carries the load with Social Media design work and manages 5 Social Media accounts / clients. Helps take charge with consultations also - she earns R 19 000 pm

Staff Member 2: Content Creator and Social Media Manager. She was an intern at the end of 2024 and been working for business half a day from the start of this year. She is still finishing her honours in Digital Marketing.

She shoots and edits, videos and photos for the clients and runs social media accounts.

Helps with influencer marketing and also deals with 5 clients. Her salary will be increased to R 12 000 pm.

Do any have management potential?

Yes the newer staff member is showing potential.

How involved is the Owner in running the business?

The owner is involved with managing the team, resolving any issues with clients, vision casting and dealing with all administration and finance.

She also has 5 clients, but recently also got her first child and the team helped her with the workload.

When does the current lease end?

The business had office space during the AFS 2025 year. However - the seller decided to only rent desks in a " co-working / virtual space " environment, as and when needed.

The staff works mostly from home and they meet once a week, face-to-face.

What are the trading hours?

8am - 5pm

What are the main assets of the business?

The only equipment is an iPhone, phone mics and a gimbal.

Strengths?

- Dynamic team with different skillsets
- Amazing customer service and relationships with their clients: clients rarely cancel contracts unless they are in financial distress.

Weaknesses?

- Lack of time and investment from the owner's side, therefore no one is driving a vision to grow
- They can improve their content creation skills

Opportunities?

- They regularly get enquiries without doing direct marketing
- Digital Marketing School around the corner: internships and potential future employees
- META Adds - growth by employing someone who has the skill and who can also manage clients.

Threats?

- Social Media Agencies with professional videographers and photographers

What is the reason for the sale?

The owner loves the company and gets excited if she thinks of all the potential and growth that can still take place.

But unfortunately, due to a lack of time and wanting to focus on their family and supporting her husband, she wants to sell.

They now have a toddler and are planning on having another baby in 2025.