



Date: **25th January 2022**  
Business Reference: **33536**

About the Business:

## **Highly Profitable Security Equipment Business for Sale**

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This business was started in 2004 and now generating a sustainable profit of R 53 000 per month on average for the 12 month period to 28 February 2019. This businesses stock holding is very small as all equipment is reachable overnight from suppliers which makes this an ideal business to run from home. The owner wishes to emigrate and has marked this business to sell at a 14 month payback period.

# Highly Profitable Security Equipment Business for Sale



Sector: **Sales & Services**

Asking Price:

**R 750,000**

Monthly Profit:

**R 53,304**

Asset Value:

**R 70,000**

Stock Value:

**R 5,000**

Yearly Net Profit :

**R 639,643**



# Business Report

## Fully describe the business's activities?

The owner of the business is the technician and has one employee/assistant helping him. He has a very effective advertising network and has developed a strong database of repeat customers. Working hours is 8 am to 5 pm and on big projects sometimes work after hours or Sundays.

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

Working hours are 8 am to 5 pm and when necessary after hours. All equipment is sourced from suppliers overnight. Orders and quotations are done on a daily basis and after a quotation is accepted a deposit is requested. Installations are done as soon as equipment arrives. Maintenance contracts are also done as per maintenance schedule.

## What Advertising/Marketing is carried out?

Word to mouth advertising and branded vehicle advertising. Also advertising via Suppliers who refer to installers as trusted installers.

## What competition exists?

Limited competition from other suppliers and installers.

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

More aggressive advertising by door to door marketing is a possibility.

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

The owner is 100% involved in the business.

## What are the main assets of the business?

The main asset of the business is the recurring clients and database of existing clients.  
The main assets of the business in 2004 Mercedes Benz Vito CDI vehicle, generator and hand tools required by the trade.

## Strengths?

This business is well established and generating a sustainable profit.  
The owner has developed a huge database of existing clients who intern gives repeat business.  
There will always be a growing demand for security-related products in South africa.

## Weaknesses?

It is a competitive business with other suppliers in the market.

## Opportunities?

This business is priced to sell which makes this an ideal opportunity for a technically inclined perso, or a person willing to to enter the market via an established and profitable business at way below market value price.

## Threats?

Security problems in this country has grown in leaps and bounds over the last 20 years.  
security has become a reality to commerce and residential properties and there is no sign of any decrease in this activity over the foreseeable future.  
There is no threats to this business.

## What is the reason for the sale?

The owners wish to emigrate.