

**business**  
for sale



Date: **3rd July 2024**

Business Reference: **35602**

About the Business:

## **Full service signage and printing business**

---

Started by the owner in 1995, this business has built a strong base of blue chip clients who provide a constant flow of work.

# Full service signage and printing business



Sector: **Services**

Asking Price:

**R 3,400,000**

Monthly Profit:

**R 112,681**

Asset Value:

**R 1,269,150**

Stock Value:

**R 90,000**

Yearly Net Profit :

**R 1,352,170**



# Business Report

## Fully describe the business's activities?

This business designs, manufactures, installs and maintains various types of interior and exterior signage, including billboards, directional signage, storefront signage, safety signage and vehicle graphics. The company has been operating successfully for 27 years and has built a solid, loyal base of blue chip corporate clients, as well as numerous retail clients who support them consistently on an ongoing basis, resulting in a constant flow of work. The business also makes number plates (there is a 10 year contract in place with the supplier), and is one of only a handful of companies able to print books.

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

The owners operate the business themselves and are assisted by a team of long serving, experienced staff members who have been exceptionally well trained.

## What Advertising/Marketing is carried out?

Absolutely no advertising is carried out.

## What competition exists?

There are a few other major role players in the area, each with their own share of a large enough market.

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

The business currently does no advertising at all. With a focussed marketing and business development campaign generating additional turnover, the profitability of the business would increase significantly. A sales rep could be employed, and additional products and services could be introduced.

## Do any have management potential?

The staff have been with the business for many years and understand it well.

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

The owners are both fully involved in the day-to-day operations of the business.

## When does the current lease end?

The property is owned by the sellers and a new lease agreement will be negotiated and entered into. The sellers have recently installed a fully functional solar system so that the business operates efficiently during loadshedding.

## What are the main assets of the business?

A full list of the assets is available and includes new state of the art printing equipment, computers, office furniture and a vehicle.

## Strengths?

This is a well established, profitable business with an enviable reputation. They have a solid base of loyal, longstanding clients and a small but well trained team of experienced staff members who have been with the business for years.

## Weaknesses?

The business does no advertising or marketing at all.

## Opportunities?

The foundations have been well laid to grow this business considerably, and numerous opportunities exist to introduce additional products and services. A vigorous and aggressive marketing campaign is required to expand the existing client base.

## Threats?

General economic threats.

## What is the reason for the sale?

The owners would like to retire and relocate.