

business
for sale



Date: **3rd July 2024**

Business Reference: **33054**

About the Business:

**Printing Business. East Rand. Good Profits.
Growth. 30 Years Trading!**

Profitable and well-established for 30 years. Growth prospects excellent with marketing input of new owners.

Printing Business. East Rand. Good Profits. Growth. 30 Years Trading!



Sector: **Services**

Asking Price:

R 3,000,000

Monthly Profit:

R 117,958

Asset Value:

R 900,000

Stock Value:

R 0

Yearly Net Profit :

R 1,415,498



Business Report

Fully describe the business's activities?

This printing business specializes in litho printing - high-quality, high-volume printing at affordable prices, offering a range of services including business cards, brochures, and company stationery. They have a Digital Division for same-day, short-run printing which will include training manuals, handbooks, certificates flyers, and more, and a Large Format service for posters and banners. Additionally, they provide creative design solutions such as graphic design, web design, and logo creation.

With a focus on exceptional service, the business has established a strong reputation over its 30-year history.

What Advertising/Marketing is carried out?

The business primarily acquires new clients through referrals. Over the years, they have built up a substantial customer base.

They also have a website that showcases their services and encourages customers to contact them for quotes.

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

- 1 x Driver
- 2 x Finishing
- 1 x Press operator
- 1 x Cleaner
- 1 x Accounts
- 1 x Administrator
- 1 x Sales / Admin
- 1 x Designer

The owners are involved in the daily management of the business and customer relations.

Do any have management potential?

One of the staff members, who has been with the business for over 15 years, is capable of taking on the role of manager.

How involved is the Owner in running the business?

Both the owners are involved in the business on a daily basis.

When does the current lease end?

The seller owns the property and is open to negotiating a lease agreement with the new owner.

What are the trading hours?

Weekdays 07:30 - 16:30

What are the main assets of the business?

A full asset list will be provided to an interested buyer.

Strengths?

- Customer-focused with exceptional service delivery.
- Well-trained staff with low turnover rates.
- Productive assets with potential for growth.
- Low operating costs.
- Efficient processes for quick client delivery times.
- Established for over 30 years with a strong reputation.
- Solid customer base.

Weaknesses?

- Limited marketing activities.
- No dedicated representative for acquiring new business.
- Underdeveloped website.

Opportunities?

- Potential for growth as the business is not operating at full capacity.
- Extensive knowledge within the business can drive increased sales through targeted marketing efforts.

Threats?

- None really. With some focused sales/marketing this business will soar.

What is the reason for the sale?

The owners would like to retire.