

business
for sale



Date: **3rd July 2024**

Business Reference: **36220**

About the Business:

Work from home Online Business

Brand design & print

Work from home Online Business



Sector: **Services**

Asking Price:

R **1,700,000**

Monthly Profit:

R **69,905**

Asset Value:

R 50,000

Stock Value:

R 0

Yearly Net Profit :

R 838,865



Business Report

Fully describe the business's activities?

Established corporate branding company suitable for acquisition by either a sole proprietor or integration into an existing branding or printing enterprise. The business boasts high profitability and is being offered for sale due to the owner's intention to relocate abroad.

With an established client base comprising active accounts and consistent daily inquiries, this cash-only enterprise operates with only one client on a 30-day payment cycle and the balance cash on delivery. The owner has executed extensive marketing efforts, including a currently active radio advertisement campaign slated to run for the next three months. While presently operated from a home-based setting, the business is easily relocatable to any desired location.

Operational efficiency is achieved through outsourcing of all work, minimizing expenditure on salaries and wages. The company's website serves as a robust lead generation tool, attracting an average of five new inquiries daily, in addition to organic referrals and recurring orders facilitated through word-of-mouth recommendations.

How does the business operate on a daily basis?

The business is managed from the seller's home office. Inquiries are received via email from both existing and prospective clients, as well as through telephone and web-based channels.

Products are quoted and procured from trusted suppliers selected by the business.

Upon quotation, digital proofs are provided to clients. Upon receipt of payment, orders are placed with various suppliers. Upon delivery to the business premises, the owner oversees packaging and dispatch to the respective clients.

What are the main assets of the business?

Office equipment and server

Strengths?

The business has strategic alliances and partnerships that give it an edge in the market.

Weaknesses?

Ongoing marketing is required in order to source business.

Opportunities?

As businesses increasingly go digital, there are opportunities to offer digital marketing and branding services.

Threats?

Economic recessions can lead to reduced marketing budgets for clients.

What is the reason for the sale?

Owner is relocating.