

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

# BUSINESS REPORT

Date: **15th September 2025**

Business Reference: **34970**

About the Business:

## Short term insurance assessor and replacement company on the East Rand

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Long standing and established Short term insurance assessor and electronics replacement company on the East Rand. This company boasts a number of blue chip clients over and above being preferred supplier to the short term insurance industry.

# Short term insurance assessor and replacement company on the East Rand



Sector: **Services**

Asking Price:

R **2,700,000**

Monthly Profit:

R **124,242**

Asset Value:

R **2,294,675**

Stock Value:

R **100,000**

Yearly Net Profit :

R **621,210**



# Business Report

## Fully describe the business's activities?

Established in 1987 to supply industrial and computer electronics, mainly to industry. They have since branched out into corporate and retail computer electronics and offer a total IT solution – networking, notebooks, CCTV, PC's, repairs and support.

They have been successful in the buy and sell of various specialised electronic hardware to small, medium and large corporate blue chip companies including top South African short term insurance houses for the past 25 years.

They have over this time been labelled specialists in the field of IT and related electronic equipment, including installation, design of audio visual and network backbone systems.

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

They service small, medium and large corporate businesses on a daily basis. A large part of their revenue is derived from short term insurance claims and maintaining large business network and IT systems.

## What Advertising/Marketing is carried out?

Website  
Facebook  
Key account service.

## What competition exists?

There are competitors but battle to match this business on price and service, this is testament to the age and success of the business.

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

By listing with other insurance companies and applying an active marketing strategy.

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

Staff breakdown:

- 1 x tech/drivers
- 1 x logistics and repair manager
- 1 x cleaner
- 1 x Electrical field technician/assessor
- 1 x IT technician
- 1 x Junior technician
- 1 x Sales consultant

Most of the staff have been with the business for more than 10 years.

### Do any have management potential?

Yes.

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

The owner is involved in the business on a daily basis but not office bound. The business has a solid management and administration structure in place.

### When does the current lease end?

The owner is looking to relocate the business to a premises more suitable and closer to their key clients.

### What are the trading hours?

Mon to Fri 8am - 4pm

### What are the main assets of the business?

Full asset list available to qualified buyers.

### Strengths?

The ever growing and impressive blue chip client base.  
The ability to provide superior service and product at a reduced cost.  
Overheads are not excessive.

### Weaknesses?

None perceived.

### Opportunities?

To be listed on other insurance companies suppliers lists.

### Threats?

None perceived.

### What is the reason for the sale?

The owners are reaching retirement age.