



# BUSINESS REPORT

Date: **3rd July 2024**

Business Reference: **36644**

About the Business:

## Digital advertising company - Work from anywhere

---

This is a company that can be operated from anywhere in South Africa. The staff work from their own home and with minimal input or involvement from the owner. They have about 25 contracts and almost 90% of clients renew their contract.

# Digital advertising company - Work from anywhere



Sector: **Services**

Asking Price:

R **1,450,000**

Monthly Profit:

R **48,789**

Asset Value:

R **213,500**

Stock Value:

R **0**

Yearly Net Profit :

R **585,462**



# Business Report

## Fully describe the business's activities?

This is a digital marketing agency that can be operated from anywhere in South Africa. This business focuses on managing, creating and planning digital marketing campaigns for all types of businesses.

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

Clients sign contracts with this business so that they can market, promote and advertise their products and services.

## What Advertising/Marketing is carried out?

This business is all over Google and digital platforms to attract new meetings with leads where marketing plans are discussed.

## What competition exists?

Being digital and online only, there are other direct competitors, but no one provides the guarantees and pricing structure this business does.

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

Signing more clients or increasing current client contract amount.

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

The business has 4 staff members on full time contracts and 1 contractor to do work if required.

## Do any have management potential?

The current COO is managing all staff, there is also a general manager that also control all client projects and will be able to handle a bigger team.

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

The seller is very hands-off and only spends a few hours a day managing the processes, making payments, doing invoices and performing duties to run the business. The seller is hands-off when it comes to the day-to-day activities. The COO and GM are running the day to day of the business.

## When does the current lease end?

Not applicable since this is a work from home business

## What are the main assets of the business?

Very little in terms of physical assets since this is a digital content producer. Main assets are client contracts which is signed over a period of time.

## Strengths?

Providing a great service that guarantees growth on client businesses.  
This business has a great name and people trust them.  
Good cashflow as there are good contracts in place - guaranteed income

## Weaknesses?

Financial apartment must grow to insure all clients' accounts are up to date at all times

## Opportunities?

Many businesses need advertising, by just telling them how this business can help, will increase income.

## Threats?

There is some competition.

## What is the reason for the sale?

Seller wants to focus on other business ventures and this business runs very independent