

business
for sale



Date: **3rd July 2024**

Business Reference: **36675**

About the Business:

Agricultural and Food Advertising Giant

They offer the most comprehensive agricultural and food-related advertising and information platform in Southern Africa with a client base of over 21 000 members and roughly 43 000 listings.

Agricultural and Food Advertising Giant



Sector: **Services**

Asking Price:

R 3,400,000

Monthly Profit:

R 135,821

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 1,629,848



Business Report

Fully describe the business's activities?

This business provides the most comprehensive directory, marketplace, news platforms, and online community for the South African agricultural and secondary industries, featuring approximately 43,000 active listings. It stands as the foremost trademarked online and printed media platform for agricultural and food-related advertising and information in Southern Africa.

The business offers cost-effective online advertising opportunities, including various online advertising spaces, listings across a wide range of categories, digital marketing, branding, and extensive social media promotion. It serves both advertisers and end users, allowing the latter to browse curated categories to find resources such as breeders' societies, tractor spares, transportation services, packaging companies, refrigeration, animal health information, and more.

Additionally, the business publishes a high-quality bi-monthly magazine akin to an agricultural "Yellow Pages". These magazines are distributed nationwide to 134 cooperations and agri-related retail stores, at no charge to the retailer or end user.

The ideal buyer is not a digital marketing expert, but more an entrepreneur selling advertising space in the ever-growing Agricultural segment. There are multiple industry initiatives the business has identified and is busy developing to cement its continuity and relevance in this market segment.

How long has the business been established?

12 Years

How does the business operate on a daily basis?

This work-from-home business has well-defined roles and responsibilities, ensuring that each staff member understands their expectations. Daily operations involve customer engagement, including sales and promotional discussions, to maintain their benchmark service delivery status.

Key activities include:

Creating and designing advertising content, planning its layout, and uploading it to the website.

Managing all tasks related to the printed magazine, such as content layout, printing, and distribution to retail partners.

Handling finance and office management duties, including daily debtors/creditors reconciliation, addressing client queries, creating invoices, and account reconciliation.

What Advertising/Marketing is carried out?

Permanent yearly exhibitor at Bothaville Nampo Harvest Day
Yearly exhibitor at Sakeliga KragDag expo.
Daily/weekly/monthly website updates.
Google Ads and keyword search advertising campaigns.
Bi-monthly newsletters.
Google Adwords and SEO tracking.

What competition exists?

Other agricultural magazines but no one has a printed "Agri Yellow Pages"

How could the profitability of the business be improved?

Constantly driving and increasing sales.

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

1 x Marketing Manager.
1 x Marketing Executive.
1 x Chief graphic designer/production manager.
1 x Online content manager/ social media manager.
1 x Office/finance manager.

Do any have management potential?

Yes, refer to staff functions.

How involved is the Owner in running the business?

On a daily basis. The owner also do regular road trips to retail partners and big clients to maintain working relationships.

When does the current lease end?

The current owner works from home, the staff is also remote and meets weekly for a general meeting.

What are the main assets of the business?

Website with all IP.
Trademarks.
Exhibition material.
Magazine stands.
Computer hardware.

Strengths?

43000+ online listings.
Competitive advantage with printed media.
Very high industry-specific brand identity and awareness.

Weaknesses?

None perceived

Opportunities?

Increase printed media footprint.
Capitalize on growing Agricultural sector and increase listings.

Threats?

None perceived.

What is the reason for the sale?

The owners would like to scale their portfolio and focus on their newest venture which is still in early development.

Why is this a good business?

This very unique business is positioned in an ever-increasing and growing industry. Agriculture in Africa is developing at a rapid pace, this business is at the very heart of bringing suppliers, farmers and end users together.