



# BUSINESS REPORT

Date: **19th April 2025**

Business Reference: **36445**

About the Business:

## Comprehensive Solar System Design, Installation, Maintenance, and Electrical Solutions

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In addition to being a reputable solar solution installer, this business also offers expert maintenance services for solar systems. Apart from their solar expertise, they excel in all-encompassing electrical installations. As an owner-operated venture, this business is uniquely positioned to expedite your journey towards realizing the dream of entrepreneurial independence.

# Comprehensive Solar System Design, Installation, Maintenance, and Electrical Solutions



Sector: **Services**

Asking Price:

R **385,000**

Monthly Profit:

R **26,137**

Asset Value:

R **88,741**

Stock Value:

R **35,000**

Yearly Net Profit :

R **313,643**



# Business Report

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

The business operates from a home office, with the owner being a qualified electrician who actively engages in hands-on operations. This owner-operated model ensures personalized attention and expertise throughout the service delivery process. Upon receiving a deposit from a client, the owner efficiently schedules installations or work using a comprehensive planning roster, optimizing the week with a strategic allocation of jobs.

Known for its stellar reputation, the business provides various services:

### Solar Installations and Sales:

The business excels in solar installations, encompassing both general sales and sizing. It has established relationships with major solar importers and local suppliers.

### Electrical Installations and Maintenance:

The business caters to both commercial and residential clients, offering top-notch electrical installations and maintenance services (single and third phase). The hands-on approach of the owner ensures a commitment to quality and customer satisfaction.

### Electrical Wiring Services:

The business undertakes projects of varying scales from comprehensive rewiring of factories and houses to smaller projects like installing gate motors. This expertise positions them as a reliable choice for clients seeking any electrical wiring services.

### Qualified service provider:

The business has earned recognition from major insurance providers. This endorsement reflects their commitment to adhering to high standards and industry best practices.

### Client Base:

With an extensive client base, the business currently manages more than 300 clients since going live on the new software system 2 years ago. This reflects a strong and loyal customer following, indicative of their ability to consistently meet and exceed client expectations.

### Online Presence:

In addition to traditional operations, the business has embraced e-commerce with an online store. This platform, coupled with its presence on Takealot, expands its reach and accessibility, catering to a diverse range of customers.

In conclusion, this owner-operated business stands out for its hands-on approach, reputable services, and strategic industry partnerships. The combination of a robust client base, third-party relationships, and an online presence positions them as a reputable service provider in the field of solar installations and electrical services.

## How are the clients attracted to the business?

Currently, 95% of the work is generated from within their existing client base.

They have 5 suppliers that refer clients to them for installations.

They have 12 solar suppliers who also refer business to them.

They have 9 electrical suppliers who also refer business to them.

### What Advertising/Marketing is carried out?

Website  
Word of Mouth

### What competition exists?

There are various other players in the market.

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

Make use of lead generation companies.  
Make use of a freelance representative to grow solar-related sales.

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

1 x owner (electrician)  
4 x part-time helpers - they have assisted the owner for more than 2 years now.

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

The owner is the electrician and the backbone of the business. This is an owner-driven operation.

### When does the current lease end?

They are working from a home office. The new owner can do the same and save on lease agreements.

## What are the main assets of the business?

A comprehensive list will be provided, below are some of the items.

- 1X Bosch baby grinder
- 1X Ryobi baby grinder
- 1X DeWalt 2.2Kw big grinder
- 1X Ryobi battery drill
- 1X Bosch battery drill
- 1X Black & Decker 900W drill
- 1X SDS Makita drill
- 1X SDS Hilti battery drill
- 1X Vibro sander
- 2X circular saw
- 2X jig saw
- 1X welding machine
- 3X extension Leads
- 1X vacuum cleaner
- 1X Ryobi generator
- 1X pressure washer
- 1X box drill bits
- 1X 2T jack
- Screws nails etc
- Sds drill bits

## Strengths?

- 300+ customer base.
- Established foothold in the solar market.
- Brilliant Google reviews.
- A strong foundation to expand on.

## Weaknesses?

- Current infrastructure does not compliment growth.

## Opportunities?

- Lots of growth potential.
- Grow online sales.
- Grow solar sales.
- Expand current infrastructure.

## Threats?

- Cheap, inferior solar imports.

## What is the reason for the sale?

The owner is taking over a family business in the Western Cape and is relocating.

## Why is this a good business?

With a robust foundation anchored in a sizable customer base, relationships with insurance companies, an online presence, and established partnerships with solar importers and local suppliers, this business is poised for a significant leap forward. It presents an excellent opportunity for a young, qualified electrician to expedite the realization of their entrepreneurial aspirations.