

**business**  
for sale



Date: **28th September 2024**

Business Reference: **36829**

About the Business:

## **Profitable signage business for sale**

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Very successful and longstanding signage business

# Profitable signage business for sale



Sector: **Manufacturing**

Asking Price:

**R 5,700,000**

Monthly Profit:

**R 226,095**

Asset Value:

**R 2,988,479**

Stock Value:

**R 700,000**

Yearly Net Profit :

**R 2,713,140**



# Business Report

## Fully describe the business's activities?

The business specialises in screen printing on ABS, Vinyl, aluminium, chromadek and prismatic. Digital printing services are also provided. Products that the business manufactures include:  
Aluminium signs, labels and frames  
ABS Fire and Safety signage and Photoluminescent symbolic signs – both with SABS accreditation  
Estate Agency and security company boards/notices  
Various signage applications relating to the motor/transport and manufacturing industries.  
Vinyl labels  
Resin/Dome labels (3D effect)

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

Orders are received via email, WhatsApp and telephone. The business also has regular walk-in customers.

## What Advertising/Marketing is carried out?

Website, catalogue and promotional items embossed/printed with company details.

## What competition exists?

Other SABS accredited companies, of which this is the only company in KZN to have SABS accreditation on both ABS and Photoluminescent.

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

Very little proactive marketing has been done in recent years, so there's an opportunity for the new owner to exploit the unique selling strengths of the business.

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

Salary staff:

Owner - since 1997

Bookkeeper (spouse) - since 2003

Internal salesperson - since 2014

Receptionist - since 2021

Wages staff:

Graphics designer - since 2018

Screen printer 1 - since 2010

Screen printer 2 - since 2012

Screen printer 3 - since 2023

Factory worker 1 - since 2018

Factory worker 2 - since 2015

Factory worker 3 - since 2001

## Do any have management potential?

No.

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

The owner is involved daily.

## When does the current lease end?

Lease is currently month to month, but the landlord will enter into an initial 12-month lease to an approved buyer of the business.

## What are the trading hours?

7.30 to 4.30 Factory

8.00 to 4.30 Admin

## What are the main assets of the business?

All working machinery, artwork, stock and work in progress.

The business has built up a large library of artwork which is very valuable, however this value is not included in the total value of the fixed assets.

## Strengths?

The business brand and reputation for quality products and service.

A comprehensive library of artwork, which has been built up over many years, is included in the sale of the business.

SABS accreditation is a huge plus.

Repeat business from established customers who pay on time.

Hard working and loyal staff.

## Weaknesses?

Lack of marketing.

## Opportunities?

Opening up retail branches.

## Threats?

No perceived threats.

## What is the reason for the sale?

The owner is planning to retire.