



# BUSINESS REPORT

Date: **28th June 2025**

Business Reference: **36843**

About the Business:

**Nice Profits! Signage & Installation Business.  
Little Competition. JHB Northern Suburbs and  
KZN.**

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This well-run signage and installation business offers the complete gambit: Very little competition. Probably the best in the market. From large outdoor signage, to illuminated signs, to fleet branding, brand activation, instore graphics and wall paper, to corporate branding and vehicle wrapping. The business is

also able to do rope-access work - so all types of jobs can be done.

## Nice Profits! Signage & Installation Business. Little Competition. JHB Northern Suburbs and KZN.



Sector: **Services**

Asking Price:

**R 7,400,000**

Monthly Profit:

**R 292,473**

Asset Value:

**R 967,565**

Stock Value:

**R 0**

Yearly Net Profit :

**R 3,509,675**



# Business Report

## Fully describe the business's activities?

Very well-run Signage and Installations Business. Probably the best in the game. Large Outdoor Signage. Fabricated Signs, Illuminated Signs, Corporate Signage. Fleet Branding. Vehicle Wrapping. In-store Graphics and Exhibitions. Wallpaper with Advertising. The business also does rope access work for high and difficult installations. Operates nationally servicing large corporates clients and brands to smaller clients. There are currently two branches of the business.

## How long has the business been established?

The business has been operating since 2013 -11 years in total.

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

The manager and owner open and send out schedules etc to staff. The owner and manager also oversee and ensure teams are productive and operate to the highest calibre and timelines.

## How are the clients attracted to the business?

The business has social media presence and which works well. Referrals and word-of-mouth are strong contributors to new business.

## Does the business have any contract work?

The business is the preferred supplier to a number of large branded products and businesses.

## What competition exists?

There are only a few of these types of businesses operating in South Africa - especially on the signage installation side of things. This is a good niche business with not too much competition.

### **Is the business VAT Registered?**

Yes, the business is VAT registered.

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

Another branch opened in the Western Cape would increase revenue and profits.

### **What is the total staff complement?**

There are a total number of 11 staff members.

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

1 x Manager, 1 x Receptionist/assistant, 2 x Finishers, 6 x Installers, 1 x Cleaner.

### **Do any have management potential?**

There is a manager in place.

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

The owner tends to spend at least 2 days per week working from home.

### **When does the current lease end?**

There are two leases for 2 x premises. One ends in February 2025 and the other in March 2026.

### **What are the trading hours?**

Monday to Friday: 8.00 am to 5.00 pm. There is occasional overtime.

### Do you require a licence?

No special licence is required to operate this business.

### What lease deposit and/or other surety is required?

Deposit at one premises is R35k and at the other it is R22k.

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

3 x Vehicles. 1 x large trailer. CNC Machine - Cuts metal in shapes. HP Latex Large Format Printer. 3 x generators.  
Various Ladders. Computers.

### Strengths?

Little real competition in the market place. Staff knowledge is excellent. Growth with one more branch added. Plus further growth with 2 more teams on the road in Johannesburg - more business will be secured as a result.

### Weaknesses?

Can be deadline driven with longer hours at times. But staff appreciate the overtime.

### Opportunities?

Add two more teams on the road and you will immediately increase revenue to the amount of work that is available out there. Open another branch in the Western Cape.

### Threats?

None really. This business has very well-known brands and companies using their services - and there is still room for growth.

## What is the reason for the sale?

The owner is relocating.

## Why is this a good business?

Well-run business. Probably the best in its field. Little competition. Can grow much more and quite easily and quickly from where it is at the moment.