

**business**  
for sale



Date: **15th January 2025**

Business Reference: **BFS11111**

About the Business:

## **AIRTIME BUSINESS (POS)**

---

Prepaid Electronic Vending Solutions (Airtime machines). We distribute POS airtime machines at formal and informal shops. The customer has a unique reference number that he uses to credit money to his terminal. Once the terminal has been credited he can then sell anything to the value of the credit (automated process). On our device he can sell all the airtime brands as well as data products, social

bundles, Buy Lotto, Pay DSTV accounts, buy electricity tokens and send money cross border, we sell OTT & Hollywood Bets vouchers to name a few. We have also recently rolled out credit card machines in the informal sector and an income stream is enjoyed from both swipe transactions and sales on the POS machine.

The business is well established and we have branches nationwide. The business opportunity (area where the reps work) is situated in Gauteng and Northwest mainly. The reps look after our established database of customers. I reside in Pretoria and can run the business from anywhere in the world as long as I have access to a phone and computer.

The business have established systems in place and with minimal input one can run the business. This is the closest you will ever get to a passive business that makes money the same or more as an actively run one. Most professionals sell time. The problem is time is a finite commodity. This business is not dependant on your time as you make money while the merchant sells. We have quantity of scale and automation in most processes. We work on small margins but massive volumes and are not dependant on a single customer.

Who is this business ideal for?

- Someone that is good with technology (whatsapp , telephone and basic computer skills).
- Someone who can proactively communicate and plan.
- Someone who wish to work from home or anywhere from time-to-time.
- This is a proper primary business, but it can be run as a secondary business with minimum time on a daily basis.
- The business is 8 years old and healthy.

Due to the nature of the business and the confidentiality of the sale, no information will be shared prior to signature of a NDA. Proof of funds will be requested prior to sharing any information.

## AIRTIME BUSINESS (POS)

### Some of the products our

Sector: **New Franchise Opportunities**



Asking Price:

**R 8,500,000**

Monthly Profit:

**R 154,167**

Asset Value:  
**R 4,500,000**

Stock Value:  
**R 0**

Yearly Net Profit :  
**R 1,850,000**



# Business Report

## Background and History

The Business started out as an old vending machine that had hard paper (scratch cards) airtime inside the vending machines. From there it developed into a more formalised airtime machine that printed out paper vouchers. In the telecommunications industry technology and products move quickly and our inhouse developers kept on innovating and adding products etc on the devices as the demand increased for different products. Our own software and hardware was imported and created and over time it has now become more standardised in the industry. We have kept up with market leaders and we are the only company (our group) which is not listed on the JSE and owned by an international partner. Having been able to grow and adapt we are more nimble than our listed counterparts. Today we have a Head Office in Gauteng and branches nationwide. There is servers and technicians and callcentre personell that attend to customer queries and issues. The business on offer is in cooperation with the group where there is profit split. Each party has certain roles and responsibilities in turn profit is split monthly. This relationship has been defined and set from the onset . Once the NDA has been signed more information will be disclosed.

## Products and Services

Any and all things possible and that have a big enough demand that can be sold on the airtime machine. Kindly refer to the advertisement photo as an example. The main categories is Airtime, Electricity, Bundles (data and social), and VAS (OTT, Hollywood Bets).

A seconding income generating stream is the card machines we distribute in the rural areas. These machines enable the merchant to accept swipes from SASSA card holders and formalised bank account holders.

## Training and Head Office Support

Should a new rep or employees be added there is standardised training and procedure to ensure nationally we have competent and professional employees. Training is done at our Head Office in Gauteng. The callcentre is open 7 days a week and 364 days of the year. There is 24/7 technical assistance for customers.

## Assets

Vehicles & Terminals. Although both is listed as assets it does not form part of the business value and is not included in the sale price.

## Employees

5 Full-Time Employees These employees have been well-trained and are proficient and competent. They have been in my employment most of them since inception and as the business grew so these people abide by the system and procedure to perform daily tasks and minimal management is required from time to time.

## Financials and Forecasts

The business is healthy and have been growing since inception. The annual Turnover through the group that has been generated by this business has been in excess of 432 million per annum.

## Monthly Fees

There is no Monthly Fee structure only a profit share module. Again more detail regarding this once NDA has been signed.

## Conclusion

The Business is as close to a passive business you will ever find. Having said that it has the potential to expand and grow to much bigger than it currently is. I am comfortable with the size, the amount of time I spend on it and the income I generate from it.

You are the owner of your own business and you decide what you do on a daily basis. There are guidelines as with other franchises, But this business is not classified as a franchise and as such there is much more leeway than a normal franchise. There is a cooperation agreement in place and each party has roles and responsibilities. I liken this business to a garage in that it is a money spinner except you can do it from anywhere and you have much less employees to monitor and more important yet, big volumes and small margins in a growing industry where the limitations are set by the owner. Theft is also near impossible and accounts are pre-paid prior to trading.

There is minimal risk.