

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **20th August 2025**

Business Reference: **37204**

About the Business:

**[REDUCED] Comprehensive tech provider:  
telecom, security, voice, printing, solutions.**

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This South African company, established since the telecommunications deregulation in 1988, specializes in advanced communication and surveillance solutions. With a strong history of introducing private branch exchange (PBX) systems, it has evolved to offer high-quality digital video surveillance and recording systems, enabling clients to monitor operations remotely or locally for security, management, and safety

purposes. The firm also provides a robust voice logging platform for storing and retrieving customer interactions, catering to various industries. Beyond telecom, it has expanded into office supplies, building a reputation for competitive pricing and reliable service. Emphasizing professionalism and customer respect, the company supports modern workplace needs with VoIP, cloud services, and adaptive printer-copier solutions, positioning itself as a versatile partner for businesses navigating a digitized, mobile workforce. Its commitment to excellence is reflected in client testimonials praising efficiency and after-sales support.

## [REDUCED] Comprehensive tech provider: telecom, security, voice, printing, solutions.



Sector: **Services**

Asking Price:

**R 1,950,000**

Monthly Profit:

**R 90,543**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 1,086,520**



# Business Report

## Fully describe the business's activities?

The business operates a well-organized technical desk setup that centralizes all client information. The software ensures that technicians have access to all necessary details, including tasks to be performed on-site. The technical desk is managed efficiently, with all client requirements related to faults, additions, or relocations carefully recorded.

New sales are primarily driven by a dedicated telesales team, focusing on nurturing relationships with existing clients. During initial site visits, essential information is collected using a structured questionnaire, streamlining the process. Preconfigured tools simplify the generation of accurate quotes and the documentation of proposed solutions for clients.

To ensure affordability and tax efficiency, the business partners with finance houses, offering flexible rental options for equipment over 36, 48, or 60 months. Operations run seamlessly, with all data easily accessible via onsite NAS storage or Google Cloud.

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

### 1. Handling Service Requests

Client Contact: Clients contact the service desk to log a fault or request changes.

Record the Request: Clients are asked to email their request for tracking purposes.

Tracking the Issue: The service desk logs the request into tracking software.

Resolution:

Remote Fix: Most faults are resolved remotely.

On-Site Support: If needed, a technician is dispatched with a job card to address the issue.

Completion: The client signs the job card after resolution, and the card is uploaded to the tracking system.

Invoicing: The system tracks invoicing to ensure accurate billing, especially for clients without SLAs (service-level agreements).

### 2. Sales Process

Appointment Setup:

Telesales schedules client meetings with all relevant details.

Appointments are confirmed the day before or on the morning of the meeting.

Client Meeting:

Build a relationship and gather information for a comprehensive quote.

Quotation:

Compile the quote in the cloud for easy access.

Schedule a meeting to present the quote, including a savings analysis.

Closing the Deal:

If cash: Request a 70% deposit.

If rental: Submit a credit application to the finance house with supporting documents.

### 3. Installation Process

Equipment Setup:

Install solutions like PBX, CCTV, printers, and more.

For PBX solutions, include voice and data packages.

If fibre is delayed, set up an LTE solution temporarily for voice services.

Finalization:

After fibre installation, switch the voice service from LTE to fibre.

Install a firewall for remote support.

Obtain the client's signature on the delivery note.

### 4. Billing and Payment

Recurring Income: Clients on Gracan Voice are billed monthly for services and call usage.

Final Payment:

For rentals: Finance house confirms installation and processes payment.

For cash deals: Invoice the remaining 30% after delivery note submission.

### 5. Durban and Cape Town Support

Provide extra equipment and upgrades for clients in these regions to maintain service quality and expand offerings.

This streamlined process ensures efficiency, transparency, and client satisfaction at every stage.

## What Advertising/Marketing is carried out?

The company relies primarily on referrals as its main source of business. Its strong reputation and commitment to exceptional service ensure satisfied clients frequently recommend its services to others. This word-of-mouth approach minimises the need for extensive advertising or marketing campaigns, as the quality of the company's work speaks for itself.

## What competition exists?

The company operates in a competitive market, with several businesses offering similar services in hardware maintenance, data solutions, and voice services. Competitors range from large, established telecommunications providers to smaller, specialized service companies.

However, the company differentiates itself through:

**Exceptional Service Quality:** A reputation for reliability and customer satisfaction ensures strong client retention.

**Comprehensive Solutions:** Offering a combination of hardware, data, and voice services under one roof provides added convenience for clients.

**Referral-Driven Growth:** A strong network of satisfied clients drives new business, reducing the need to compete heavily on advertising or pricing.

This combination of strengths positions the company favourably in the marketplace, despite the presence of competition.

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

The company previously employed a team of five sales representatives, generating R17 million in sales. However, the negative impact of COVID led to a reduction in the sales team. The owner, a key sales rep, planned to emigrate, which diverted his focus. With the focus now on rebuilding and expanding the sales team, the company aims to drive further growth and capitalise on new sales opportunities.

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

Most of the staff has been with the company for over five years, contributing to a stable and experienced team. This long-term commitment ensures a high level of expertise and consistency in delivering quality service to clients.

## Do any have management potential?

No

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

The owner is actively involved in running the business, particularly in sales, management, and overseeing technical operations. However, the business is structured in such a way that it can be easily transferred to another person. With a skilled team in place and clear operational systems, the transition would be smooth, allowing the new owner to step in without significant disruption.

## When does the current lease end?

The lease has already ended, as the business is operated from home. This setup eliminates any lease-related concerns and provides flexibility, as there are no external premises to manage.

## What are the trading hours?

Normal business

## What are the main assets of the business?

The main assets of the business include:

Office Equipment: Necessary tools and technology to support day-to-day operations.

Stock:

- Telephones
- IP handsets
- Network switches
- Second-hand stock (including swap units and other equipment)

These assets support the business's technical and operational capabilities, ensuring smooth service delivery and customer satisfaction.

## Strengths?

Service Level: The business is known for its exceptional service, ensuring client satisfaction and long-term relationships.

Innovative Solutions: The company continuously develops and implements creative solutions tailored to meet evolving client needs.

Client-Specific Solutions: Customised services and products are offered to suit the unique requirements of each client, enhancing value and satisfaction.

Good Supplier List: The business works with multiple suppliers for each product, ensuring flexibility, competitive pricing, and access to high-quality materials and equipment.

## Weaknesses?

Not Enough Sales Reps: The business currently has a limited number of sales representatives, which can restrict growth and the ability to reach new markets. Expanding the sales team would help capitalize on opportunities and drive additional revenue.

## Opportunities?

Lot of Quotes Out: There is a significant pipeline of quotes, presenting a strong opportunity for future sales and business growth.

Existing (450) and New Clients: With a solid base of 450 existing clients and the potential to attract new ones, there is ample room for expansion and increased sales.

Cloud-Based Services: As more businesses shift to cloud solutions, there is a growing demand for cloud-based services, offering the opportunity for more recurring revenue streams.

## Threats?

Rand/Dollar Exchange Rate: Fluctuations in the Rand/Dollar exchange rate could impact costs, particularly for imported products and services, affecting profit margins and pricing competitiveness.

## What is the reason for the sale?

The owner is in the process of immigrating to the US, which is the primary reason for selling the business. This transition has led to a focus on divesting and seeking a suitable buyer to take over the operations.