



# BUSINESS REPORT

Date: **12th June 2025**

Business Reference: **36514**

About the Business:

## **Established and reputable business offering a comprehensive range of total fire fighting solutions**

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This well established and reputable business offers a comprehensive range of total fire fighting solutions. The company has all the necessary accreditations and an excellent skilled team in place with several blue chip and other loyal clients being serviced as a leading provider of comprehensive, integrated and total

## Established and reputable business offering a comprehensive range of total fire fighting solutions



Sector: **Services**

Asking Price:

**R 3,970,000**

Monthly Profit:

**R 160,450**

Asset Value:

**R 1,184,800**

Stock Value:

**R 30,000**

Yearly Net Profit :

**R 1,925,395**



# Business Report

## Fully describe the business's activities?

The business is a leading provider of comprehensive, integrated and total fire fighting solutions. The business offers fire related services which range from fire investigations and detection to the supply, installation and servicing of firefighting equipment. They have a 24 hour emergency stand-by service and also offer fire fighting training, safety signage, fire equipment, fire alarm systems, fire suppression systems and early warning fire detection systems and solutions. The business also has a well equipped SABS approved workshop with the latest diagnostic, repair and fabrication plant for the maintenance of all fire equipment.

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

The business is fully staffed by a very competent team. The owner is actively involved in managing the team, site visits, assessments, preparing quotes and consulting on projects. A very competent and reliable manager is also very capable of running and managing the day to day operations in the owners absence.

## What Advertising/Marketing is carried out?

Website and word of mouth

## What competition exists?

There are smaller players in the industry but the company has established itself over the years as a preferred supplier in many cases due to its reputation of quality service , solutions and backup. Another advantage is that the company has all the necessary accreditations and professional bodies memberships required to offer these products and services.

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

There is potential to grow the business in other corporate clients in the KZN area.

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

Manager-12 years, Fire detection/gas suppression technician - 3 years, Fire equipment technician - 6 years, Sales/PR- 6 years, 5 other employees - between 5-15 years

### Do any have management potential?

The current manager is capable of running day to day operations.

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

The owner is actively involved but the current team is able to operate on their own due to their experience , competent manager and tried and tested processes.

### When does the current lease end?

The office and workshop is owned by the seller in a different entity and is available on an annual lease of R15k/m excl Vat. There is also an option to purchase the property and can be discussed further with the seller.

### What are the trading hours?

Normal business hours Monday - Friday 8am - 16:30 pm

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

Asset list of business assets included in the sale to be made available to potential buyers but includes 4 vehicles/LDV's and various equipment and machinery required to carry out all their services.

### Strengths?

The business is regulated by Law and it has all the necessary accreditations in place , it is well known in the industry and well established with a reputation of great service and support. A great asset and competitive edge is the hands on approach of management and staff. Their success to date has been achieved by a very experienced and dedicated, responsible and experienced staff with a more than 55 years of combined experience in the total firefighting industry. Various blue chip clients and vendor listings

Our reputation has grown steadily over the more than 30 years we have been in business, and we are recognized throughout the industry for our excellent ethics, products and services.

## Weaknesses?

Transfer of knowledge , expertise and industry connections from current owner is important and can be mitigated by an extensive three month hand over period. General local economy.

## Opportunities?

Expand further into other corporate markets and clients

## Threats?

No material threats identified, normal market competition exists.

## What is the reason for the sale?

The owner wishes to concentrate on other business interests and opportunities