



# BUSINESS REPORT

Date: **22nd June 2025**

Business Reference: **37206**

About the Business:

## 16 Year Old Digital Printing Business Western Cape

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This printing business, provides their clients with everything that they need from beginning to the end. They do digital printing, wide web printing, signage, vehicle branding and promotional items. They are also very busy on the digital label side. Clients can order a very small amount of labels that makes it very affordable for the small wine companies that can not afford to do big runs on labels.

# 16 Year Old Digital Printing Business Western Cape



Sector: **Services**

Asking Price:

R **795,000**

Monthly Profit:

R **40,474**

Asset Value:

R **756,240**

Stock Value:

R **110,000**

Yearly Net Profit :

R **485,691**



# Business Report

## Fully describe the business's activities?

This printing business provides their clients with everything that they need from beginning to the end.

They do digital printing, wide web printing, signage, vehicle branding and promotional items.

They are also very busy on the digital label side.

Clients can order a very small amount of labels that makes it very affordable for the small wine companies that can not afford to do big runs on labels.

It is flat sheets, but that is fine for small runs.

They can also do special shape die-cutting that not a lot of people the can do and that without the expense of a "die".

They build their own frames for our signs as well as our canvasses.

## What Advertising/Marketing is carried out?

They only respond to clients with quotes etc.

They cannot handle more work at the moment.

Because they are busy the whole time, if they would start marketing, they would be forced to get more people on board.

## What competition exists?

At the moment they are the only business that really do everything under one roof in the geographical area that they are in.

They do have people ONLY doing signage or digital printing etc.

However, clients prefer to go to a one stop for everything shop.

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

Marketing and Staffing

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

Receptionist - 2 years

She helps the walk in clients with print outs, scans, mails etc.

She takes in new jobs, makes out all the quotes and invoices when the jobs are done.

She also ordered the stock that the owners tell her to order.

She contact clients if their jobs are done.

Admin

Printer and finisher - 7 years

He does all the finishing, like book binding, die-cutting, heat transfer etc.

He also does all the digital printing and the wide web printing.

Managing Director - One of the owners

See clients for quotes.

He handles the signage department at the moment, do quotes, installations and the welding of the frames etc.

(But is easy replaceable with a signwriter)

Director - One of the owners

Manage all the emails and client's questions etc.

Do the digital quotes, do the designing and make the jobs print ready if necessary.

Handle all the financial queries.(Also very easy replaceable with a next manager that know something about AI and Coral)

## Do any have management potential?

Not really

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

Running a big part of it.

## When does the current lease end?

The property is owned by the PTY LTD/

The property can be bought OUT of the PTY or the shares can be bought from the shareholders.

## What are the trading hours?

8:00 -17h00 Mo-Fri

## Is the Property For sale ?

Yes - valued at R 1,5mil  
A market related Budget was done for a Bond Payment

## What are the main assets of the business?

Vito Panel Van  
Roland Printer  
Guillotine  
Furniture  
Hand Tools  
Power Tools  
Heat Transfer machines x 2  
Roland Die-cutter  
Binding equipment  
6 x Computers  
1 x Mac  
Martlet Cut-off saw  
Mic Welder  
4 x Ladders  
Compressor  
3 digital printers, but is on lease agreements that is all due for update in 2025.

## Strengths?

Diverse Printing Services: They offers digital, litho, and sign writing services, along with corporate branding and promotional items  
Established Local Presence: Well-known in the Boland region  
Broad Product Range: Includes office supplies, stationery, and document preparation services  
Operational Infrastructure: Has a dedicated facility and staff, with consistent operating hours and a functional website

From the OWNERS:  
Because they do a wide range of products, it puts the business in a very good position with clients, because people don't want to go to different places anymore.  
They have buildt up a very good name during the past 16 years, because of their quick service and quality.  
They never use low quality material.  
They will rather loose the job then do something that will not last and that is the reason why clients keep coming back.

## Weaknesses?

Limited Online Reviews: Few customer reviews and ratings online, which may affect digital credibility  
Local Market Saturation: May face competition from other printing and branding services in the Western Cape.  
Traditional Business Model: May lack modern automation or e-commerce integration.

### FROM THE OWNERS:

A weakness is our staff at the moment, because if they get larger jobs, they cannot take them on and it takes much longer.

## Opportunities?

Digital Expansion: Potential to grow online presence and offer e-commerce for printing services.  
Corporate Partnerships: Can expand further into B2B services for local businesses, schools, and government offices.  
Tourism Branding: Opportunity to serve tourism-related businesses with signage, brochures, and branded merchandise.

### FROM THE OWNERS:

There is a lot of opportunities, because after COVID they decided to stay small, to deal with outstanding debts.

So the market is not yet introduced to the business fully.

There are also a lot of opportunities for new work at existing clients, because at the moment they are on their systems for one type of product, but upselling can happen if someone focuses on this.

Then there are the Government Tenders, which they didn't had time to look into that yet.

With all their digital machines that are due for updates, the owners feel that a new owner has a very good opportunity to replace them with the newest technology and lower price than the current machines.

There is really a big market that is not yet developed and reached.

And with the existing machines there is still a lot more capacity, so no need for more machines at the moment.

## Threats?

The biggest threats at the moment is all the small businesses that is popping up.

Over the years they also experienced that they don't really last long.

Economic Sensitivity: Printing services are often discretionary and may be impacted by economic downturns.

Technological Disruption: Increasing shift to digital media may reduce demand for traditional print.

Regional Competition: Competing services in nearby towns like Paarl and Stellenbosch.

### FROM THE OWNERS:

Most of the time, the quality is not up to standard, so most of the clients that we loose, comes back after a few months.

70% of their clients are from the area and not inbt he local town but surrounding areas.

The cost of material is also a big threat at the moment, because the prices can't go up every time that the material cost increases.

## Why Expand to Western Cape ?

### 1) Strategic Geographic Expansion

This geographical location of the business is a gateway to the Boland and Winelands region, offering access to tourism, agriculture, and education sectors.

Establishing a base here allows the buyer to penetrate the Western Cape market without starting from scratch.

### 2.) Operational Synergy

A Johannesburg-based printing business can leverage existing supply chains, branding expertise, and client networks to scale the business.

Potential to standardize operations and introduce efficiencies across both locations.

### 3) Tourism & Hospitality Demand

The Western Cape's booming tourism industry creates demand for branded materials, signage, and promotional items

Proximity to wine estates, guesthouses, and event venues offers recurring business opportunities.

### 4) Affordable Entry Point

Compared to Cape Town, the location offers lower property and operational costs, making it a cost-effective expansion hub.

The existing infrastructure reduces the need for heavy initial investment.

### 5) Growth Potential

With digital upgrades and marketing, the business could become a regional leader in print and branding services.

Opportunity to introduce new services like 3D printing, eco-friendly packaging, or mobile printing units.

## What is the reason for the sale?

The owners want to emigrate to Europe.

Three of their four children are staying in Europe and they want to join them.

None of them is interested in taking over the business