

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

BUSINESS REPORT

Date: **17th July 2025**

Business Reference: **37226**

About the Business:

Specialist in Security Systems and Surveillance Cameras

Supplier and installer of security systems and surveillance equipment

Specialist in Security Systems and Surveillance Cameras



Sector: **Services**

Asking Price:
N\$ 5,100,000

Monthly Profit:
N\$ 200,399

Asset Value:
N\$ 418,340

Stock Value:
N\$ 850,000

Yearly Net Profit :
N\$ 2,404,784



Business Report

Fully describe the business's activities?

A leading safety and security center in Namibia.

Operating from an industrial area in Windhoek, the business retails surveillance equipment and also installs security and safety products.

Some product offerings include GPS trackers, hunting and trail cameras, CCTV cameras and various electronic security solutions.

How does the business operate on a daily basis?

The owner is very comfortable with the key individuals/employees opening and closing shop.

Most of the work and installations are done at the customers home or place of business.

After the initial visit to the customer to review their security needs, a quote will be prepared and delivered.

Once a customer accepted the quote the equipment is ordered and on receipt of the equipment the office will arrange with the customer for a date that technicians will be available for installation.

What Advertising/Marketing is carried out?

The business maintains an active online presence.

A neat looking and professional website.

A very active Facebook page.

An Instagram page where they engage with customers and showcase their products and services.

All in all a proper presence in the community and market it serves.

What competition exists?

The safety and security industry in Namibia includes various smaller companies, most of which can be best described as installers (mostly one-man operation). While similar products and services are offered some of these companies purchase their equipment from the business to resell/install. There are very few retail shops in Windhoek that sell CCTV cameras. No other shop has the same type of product range.

How could the profitability of the business be improved?

We recommend relocating from the current premises to a more prominent / main street location.

Providing retail services to areas outside of Windhoek.

The business enjoys the benefit of constant upgrades and renewed technology generating sales.

A huge opportunity to explore is to increase the wholesale activities of the business.

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

1 x Admin lady in office
1 x Supervisor overseeing the technicians
1 x Logistics manager
2 x Technicians - Installers
2 x Salesmen
Most of the staff has been with the business more than 5 years

Do any have management potential?

Whilst the staff is well trained and most capable the new owner should fill the position of the seller.

How involved is the Owner in running the business?

The owner is active in the day to day running of the business for 2-3 hours a day, which is often done from home.
We can best describe his involvement as overseeing daily operations and ordering stock.

When does the current lease end?

March 2026.

What are the trading hours?

Monday to Friday from 08:00 to 17:30
Saturday from 09:00 to 13:00.

What are the main assets of the business?

2 X Vehicles
2 X Canopies
1 X Trailor
Office furniture
Computers equipment
Furniture and fittings
Showroom
Various smaller tools

Strengths?

Reputation: Well established name in the industry.

Name: The business is known for its quality products and top service

Product Range: A wide product offering including specialized products.

Staff: Solid team of well-trained technicians.

Market and demand: Product and service in high demand.

Brand Recognition: The brand / name is well recognized nation-wide.

Weaknesses?

Owner not 100% involved in the business

Opportunities?

Location and area:

Increasing demand for security solutions presents an opportunity to expand the area of service to other cities in Namibia.

Technological Advancements:

Integrating new technologies into their product offerings could lead to stronger market dominance.

Distribution rights:

The business is well positioned to be the sole provider for some of the products in the Namibian market.

Threats?

Other than economic downturns could reduce consumer spending we could not identify any threats to this business.

What is the reason for the sale?

The owner involved himself in the development of some real estate and wishes to concentrate on this new venture/project.