



# BUSINESS REPORT

Date: **20th August 2025**

Business Reference: **37551**

About the Business:

## Join a High-Growth Master License Business as an Equity Investor

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An initial R1.5M investment is sought for a 12% equity stake, followed by additional investments of R3.5M each for 14% shareholding per investor. The total capital raise of R12M will fund a 24-month expansion plan focused on national rollout and international scaling within 2–3 years. The R12M investment is projected projected grow each year to an annual return of R34 160 000 within 5 years.

# Join a High-Growth Master License Business as an Equity Investor



Sector: **New Franchise Opportunities**

Asking Price:

R **12,000,000**

Monthly Profit:

R **1,537,200**

Asset Value:

R **462,000**

Stock Value:

R **0**

Yearly Net Profit :

R **18,446,400**



# Business Report

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

This investment provides a cost-effective and profitable opportunity with no operational involvement required from the investor. The Master Licensee company fully manages and operates turnkey, fully stocked dual kiosks featuring their quality product range. Trained sales staff engage customers daily in major shopping centers, processing sales through a digital POS system that records transactions and captures customer data for targeted marketing. Local Area Supervisors oversee operations, ensuring stock replenishment and quality control based on real-time sales data.

With an average daily footfall exceeding 7,000 potential customers, the business offers strong visibility and repeat sales from loyal clientele. Social media campaigns support on-site promotional activities designed to increase customer engagement. The company handles all operational costs and management, while investors receive monthly sales reports and profit distributions, ensuring a fully managed, hands-off investment with consistent oversight and growth potential.

## What Advertising/Marketing is carried out?

Advertising and marketing efforts focus on maximizing kiosk visibility and customer engagement. The business secures prime locations in high-traffic shopping centres to ensure strong daily footfall. Trained sales staff actively promote products and engage shoppers directly at the kiosks.

Additionally, targeted social media campaigns are run within each kiosk's catchment area to raise awareness and drive traffic. These campaigns support on-site activities such as product demonstrations and group presentations, often incentivizing customers to invite friends and family. Professionally produced videos are displayed at the kiosks and available online to educate customers about the products and enhance brand loyalty. Customer data collected at the point of sale enables ongoing personalized marketing and loyalty initiatives.

## What competition exists?

The primary competition consists of other retail outlets and kiosks offering similar product categories within shopping centres, including standalone stores, branded kiosks, and informal vendors. However, this business differentiates itself through strategic placement in high-traffic promotional areas, a strong brand presence with dual back-to-back kiosks, and a comprehensive support system including trained sales staff and targeted digital marketing.

Additionally, the integrated POS system and customer loyalty initiatives provide a competitive edge by enabling personalized marketing and consistent customer engagement. While competitors may exist, the combination of location, product quality, professional management, and innovative marketing significantly reduces direct competition impact.

## Strengths?

1. Highly experienced and qualified team with over 20 years in forensic services.
2. Strong reputation for professionalism, integrity, and confidential client service.
3. Comprehensive offerings including investigations, litigation support, and risk management.
4. Proprietary methodologies and structured processes ensure reliable and defensible results.