

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: **26th July 2025**

Business Reference: **BFS10989**

About the Business:

**SecondIncome.co.za**

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A business Opportunities directory for the "affordable" end of the market

# SecondIncome.co.za



Sector: **Sales & Services**

Asking Price:

**R 65,000**

Monthly Profit:

**R 0**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 0**



# Business Report

## Background and History

### The Market

In today's unpredictable financial climate, many South Africans are actively seeking additional income streams. As I move into retirement and wrap up several long-term projects, I'm offering a rare opportunity to take over my final venture—a **curated directory that connects people with genuine, affordable second-income opportunities**.

This business is ideal for those nearing retirement or stay-at-home professionals looking for a meaningful and profitable enterprise. With a **one-time investment of R65,000**, you'll take over full operation of the business, working from home and receiving **80% of all profits**.

While earnings may take up to three months to begin, monthly income is projected to start at **R50,000–R60,000**, with potential to **double within the first year**—making this a compelling long-term investment.

### Getting Started

Based on experience, there is only one way to get started. Use **social media advertising** to attract businesses. This is effective and enjoyable. Promote in Facebook groups focused on business opportunities, job seekers, and home-based work. Platforms like Facebook, Instagram, and TikTok are full of businesses offering second-income models and seeking visibility.

To ensure a successful launch, I will personally finance and manage the initial 3 months of advertising at **R10,000 per month**, including professional graphic design.

I'll also cover the first 3 months of support from:

- A **skilled graphic designer** (R500/month)
- An **experienced webmaster** (R500/month)

Your main role will be to respond to inquiries via phone and email, guiding advertisers through the onboarding process. A warm and helpful communication style will go a long way here. As the directory fills up, its value becomes clear—and businesses will readily pay to be included.

### Income Streams & Growth Potential

The primary revenue source is paid listings from **MLM (multi-level marketing) companies**. Instead of allowing hundreds of part-time sellers to compete for attention, this model offers **exclusive advertising slots—just one representative per company per province**. This exclusivity makes it easier to sell and manage.

### The Offer

With over **45 years of experience** creating successful business ventures, including directories, I understand how to position this in the market. Traditional business brokers often charge high fees or commissions—this model offers far greater value with much lower overhead.

As more South Africans seek side incomes, this directory offers a streamlined, user-friendly solution to connect them with trusted opportunities.

The base website, **SecondIncomes.co.za**, is already in place. Once the right person is on board, we'll finalize the design, content, and promotional videos—customized to you, at no extra cost.

If this sounds like the kind of venture you've been waiting for, feel free to call me directly on 082-3256-889

## Products and Services

An affordable website of new opportunities, Inventions and popular businesses

## Assets

Videos and advertising for the launch will be created using the byers contact details only

## Employees

0

## Reason for Sale

Owner retiring

## Conclusion

You are looking for a business at the moment - did you find any suitable websites? - now you can see the gap in the market. This is a very low risk dream business that grows slowly and securely