



BUSINESS REPORT

Date: **2nd August 2025**

Business Reference: **37567**

About the Business:

Essential Training Business in Compliance Sector – Proven & Profitable

Established, low-overhead training business offering accredited Health & Safety, First Aid, and Compliance courses. This essential service provider caters to corporate and industrial clients, with most training delivered onsite. Strong client base, repeat business from certificate renewals, and minimal competition. Flexible operations, 90% upfront payments, and scalable with online or hybrid training

options. Ideal opportunity for a buyer looking to enter or expand in the occupational health and safety sector. Owner selling due to family commitments.

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Sector: **Services**

Asking Price:

R 1,380,000

Monthly Profit:

R 59,207

Asset Value:

R 59,565

Stock Value:

R 0

Yearly Net Profit :

R 710,482



Business Report

How does the business operate on a daily basis?

The business follows a streamlined, service-based operational model. Daily activities revolve around handling client enquiries, scheduling accredited training sessions, and coordinating facilitators.

The process typically begins with clients requesting quotations for training services. Once accepted, the team checks facilitator availability and schedules a suitable training date. The facilitator is then briefed via email with all relevant session details.

A well-maintained student database plays a key role. Each session includes sending a printed register and training manuals to the facilitator. After the training, the facilitator submits the completed register and assessment results, often via WhatsApp.

The administrative team then uploads participant details—including ID numbers and full names—into the certification system. Certificates are generated and issued efficiently, ensuring compliance and traceability.

The operation is supported by a mix of cloud-based systems and manual processes, with an emphasis on responsiveness and attention to detail.

What Advertising/Marketing is carried out?

Word of mouth

What competition exists?

SHE group
St Johns (First aid)

How could the profitability of the business be improved?

Expand Service Offerings or Product Range

Introducing complementary services or products could increase the average transaction value and attract new clients.

Improve Utilisation of Staff and Resources

By optimising scheduling and reducing downtime between jobs or projects, more revenue can be generated from existing capacity.

Increase Prices Strategically

Given the strong client relationships and short payment cycles, there may be room for modest price increases without affecting demand.

Strengthen Digital Marketing and Lead Generation

Investing in consistent online marketing (e.g., SEO, Google Ads, or LinkedIn campaigns) could grow the customer base and reduce reliance on referrals.

Streamline Administrative Processes

Implementing better systems (e.g., CRM, quoting, invoicing) can reduce overheads, improve client follow-up, and speed up payments.

Do any have management potential?

No

How involved is the Owner in running the business?

The owner is currently involved in the business for approximately 20 to 30 hours per week.

When does the current lease end?

The business does not operate from fixed premises. Venues are rented as needed for training sessions, while consultants primarily deliver training onsite at clients' locations.

What are the main assets of the business?

Training material

Strengths?

The business operates in a non-optional, compliance-driven industry – health and safety training is a legal requirement, not a luxury.

There is limited competition, and demand is consistent due to regulatory enforcement.

There is also strong potential to build a recurring revenue stream, as certifications are only valid for a fixed period and must be renewed regularly.

Low overheads – No permanent premises; venue costs are only incurred when required.

Flexible staffing model – Consultants are engaged per training session, keeping fixed salary costs low.

Weaknesses?

Owner dependency – Business relies on the owner's active involvement for operations and client management.

Opportunities?

Digital expansion – Potential to introduce online training options to scale nationally or even regionally.

Service diversification – Adding complementary services (e.g. e-learning modules, compliance audits) could increase revenue.

Corporate contracts – Targeting larger organisations or government departments for long-term contracts.

Brand building – Strengthening online presence and digital marketing could attract new clients beyond referral base.

Threats?

Regulatory changes – Shifts in compliance requirements could either create or reduce demand for specific training offerings.

Consultant availability – Reliance on freelance facilitators may impact delivery if demand spikes.

What is the reason for the sale?

The reason for the sale is due to family commitments.