

business
for sale



BUSINESS REPORT

Date: **1st August 2025**

Business Reference: **37577**

About the Business:

Automating SaaS Growth with international Currencies - Exclusive License holder Software

Acquiring this business presents a rare and exciting opportunity for investors to gain a fast-growing, technology-driven SaaS automation business with a unique market position. As the exclusive distributor in Africa, they have already established a strong foundation with over 50 high-quality international clients and more than 10 sub-resellers, driving scalable growth across the continent. The company earns

diversified foreign currency income in USD, GBP, AED, and ZAR, enhancing financial stability and global reach. With active expansion plans into OPAC and UAE regions, they are perfectly positioned to capitalize on the booming demand for no-code automation and AI-driven productivity. This is a high-potential asset with strategic value and global scalability.

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Sector: **Services**

Asking Price:

R 18,000,000

Monthly Profit:

R 758,808

Asset Value:

R 22,833,799

Stock Value:

R 0

Yearly Net Profit :

R 9,105,697



Business Report

Fully describe the business's activities?

This exciting business opportunity has come to the market again !

It is boasting exceptional growth and by owning this business, you have a Global Sales Agreement with clients all over the globe and can bill in USD, Sterling, Dirham, ZAR and many more currencies.

You are offering them an all-in-one project management and productivity platform designed to help teams of all sizes manage their tasks, documents, and workflows efficiently. The platform integrates various functionalities such as task management, document collaboration, goal tracking, and time management into a single application.

Customizable views are created by the engineering team with automation tools to streamline repetitive tasks and integration with other popular software.

In-house communication among team members will enhance collaboration and alignment on projects, ultimately improving the client's service levels.

How does the business operate on a daily basis?

The excellent business model delivers services from anywhere to anywhere!

A core team of 8 people, all sitting on different continents, work remotely and interact with clients, being referred to the business by the Founding Company.

The service delivery is initiated through a request for a new subscription to the software, but then expands into custom engineering projects and coding tailored to the client's needs. However, the plug and play modules, makes this very easy to use and to integrate.

What competition exists?

More to be disclosed to serious clients

To mention that various campaigns are in place that offer free migration from other platforms

They also come in at a lower price point than some of the Major players

How could the profitability of the business be improved?

Approximately 40% of the current business income is subscription-based. The core focus of the business is:

- Acquiring more global clients that subscribes but also
- Luring clients from competitors, with a lower price point and converting them (to be explained)
- Signing up and converting clients in the APAC countries and the USA (to be explained)
- Signing up and converting clients in the UAE region (to be explained)
- Acquiring Engineers with local language ability in Europe to expand as well as into Africa

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

To be disclosed to serious buyers

Do any have management potential?

As said although the owners are exiting, the business can be incorporated into an existing entity.

The Director of Engineering has an excellent skill set and is in a sense, irreplaceable.
The Sales Manager also comes with a wealth of background expertise.

How involved is the Owner in running the business?

The owners were the strategic developers of the business.
They developed the relationships, negotiated and signed the partnership agreements and when needed, got involved with big clients.

However they do not do physical coding or relationship management with clients anymore.

From where does the Business Operate ?

The business does not have offices.
All staff work remotely and meet online regularly.

What are the main assets of the business?

The main assets are:

- The Licence Agreement signed with the Parent / Founding Company
- The Global Client Base and
- The Skills Set is retained in the staff.

Strengths?

Specialized Expertise:

This Business is a Diamond Level Implementation Partner for a well known US based business, showcasing deep expertise in SaaS automation and project management platforms

Regional Leadership:

As the African distributor for they hold a unique market position in a growing tech ecosystem.

Cost Efficiency:

Their solutions help clients save up to 30% on SaaS spend, which is a strong value proposition for cost-conscious businesses

No-Code Automation:

The system is very user friendly and they promote no-code automation, making it accessible to non-technical users and increasing adoption across diverse teams

Global Presence: They operate on a Global platform with international currency income

Weaknesses?

Limited Brand Recognition:

The business is still relatively young, but the parent company has been operational since 2017. Learning from their competitors helped them to get into the market, ahead of others, learning through the mistakes of the competitors

Niche Focus: While specialization is a strength, it may also limit diversification into other SaaS platforms or broader tech services.

Opportunities?

Expansion Across Africa and the Globe:

With increasing digital transformation in Africa and the OPEC Countries, the USA, and the UAE are being unlocked as we speak

Migration from major role players is ongoing as the product offering comes at a much lower price point

AI Integration: Leveraging generative AI for analytics, automation, and decision-making could enhance their offerings and attract more clients.

Strategic Partnerships: Collaborating with other SaaS providers or tech firms could diversify their portfolio and reduce dependency on a single platform.

Remote Work Trends: The global shift to remote work continues to drive demand for collaborative and automation tools

Threats?

Intense Competition:

The SaaS implementation and automation space is crowded, with competitors offering similar services, often with larger teams or budgets however, price sensitivity is what makes clients move from the larger more expensive providers to this specific product offering.

Economic Instability: Fluctuations in the South African economy or global tech markets could affect client budgets and project scopes.

Cybersecurity Concerns: As with any tech firm handling automation and integrations, data privacy and security risks are ongoing threats.

What is the reason for the sale?

Aldes successfully brokered a deal in March 2025, in which a partner acquired 51% of the business.

Due to unforeseen circumstances, the individual passed away.

The current shareholders have decided to offer the whole business to the market.