



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37570**

About the Business:

Profitable Print & Signage Company with Property Option - Pretoria

Established, full-service printing and branding business offering sublimation, signage, screen printing, embroidery, and apparel branding. Efficient operations are supported by a custom-built software system that streamlines quoting, workflow, and customer communication. Loyal client base, strong online presence, and experienced staff in place. Optional property purchase provides long-term stability. Ideal

turnkey opportunity with growth potential.

Profitable Print & Signage Company with Property Option - Pretoria



Sector: **Services**

Asking Price:

R 3,150,000

Monthly Profit:

R 109,567

Asset Value:

R 2,000,000

Stock Value:

R 150,000

Yearly Net Profit :

R 1,314,807



Business Report

Fully describe the business's activities?

This well-established Pretoria-based operation specialises in a wide range of print, signage, and branding services. Its core activities include large-format digital printing, custom signage design and installation, screen printing, embroidery, and dye-sublimation of branded apparel. The business serves a diverse client base across corporate, government, education, retail, and sports sectors—supplying everything from uniforms and event materials to commercial signage and promotional products. With decades of experience and strong in-house production capabilities, the operation is known for its reliable service and tailored branding solutions.

How does the business operate on a daily basis?

The business operates from a centrally located premise under direct owner supervision. Each day begins with the owner capturing all new orders and enquiries into a custom-built software system that has been developed in-house over several years. This bespoke system is central to the business's operations, allowing for seamless order management, workflow tracking, and client communication. Once logged, orders and enquiries are automatically assigned to in-house consultants. These consultants contact clients to prepare quotations, confirm artwork, and finalise order and payment details. Confirmed orders are then routed to the appropriate production departments for fulfilment. The workshop handles the packaging and dispatch of completed orders, ensuring that delivery timelines are met. The business operates without any physical paperwork—communication is fully digitised, with every interaction time- and date-stamped. Automated system prompts help ensure follow-ups on delayed projects, maintaining a high standard of service efficiency. The owner has full access to the system at all times and is able to monitor the status and progress of every job in real time. This hands-on approach, combined with the intelligent use of technology, supports a well-coordinated, responsive, and quality-driven operation.

What Advertising/Marketing is carried out?

The business maintains a strong online presence through a well-established website that showcases its full range of services, previous work, and contact details. This serves as a key touchpoint for new and returning clients. In addition, the business actively uses Facebook and LinkedIn to promote projects, share updates, and engage with its audience—helping to build credibility and stay visible in both the corporate and general public spheres.

What competition exists?

There are various other players in the market.

How could the profitability of the business be improved?

Explore innovative printing technologies such as 3D printing to diversify service offerings. Hire an in-field sales representative to leverage the software's on-site quoting capabilities, enabling faster deal closures—a feature currently underutilised. Consider reinstating previously discontinued services that were paused due to capacity constraints, and ensure all profit-generating assets are fully maximised.

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

1 x Screen Printer and General Workshop 20 Years.
1 x General Worker 2 Years
1 x Sales and Admin 5 Years
1 x Printer and Designer 3 Years
1 x Seamster machine operator 2 Years

Do any have management potential?

Yes.

How involved is the Owner in running the business?

The owner maintains hands-on involvement in the day-to-day operations of the business.

When does the current lease end?

The owner also holds the property title, giving the buyer the option to purchase the building along with the business. Alternatively, if the buyer chooses not to acquire the property, a new lease agreement can be negotiated. The rent expense is already accounted for in the income statement, reflecting the lease that the new owner will pay.

What are the trading hours?

Mon - Fri 08:00 - 16:30

What are the main assets of the business?

Roland Print and Cut - Roland Large Format Printer - Primera CX1200 Printer - Primera FX1200 Cutter - Business Card Cutter - Paper Duplicator - Flat bed Correx Printer (small) - Flatbed Correx Printer (big) - Pad Printer + Oven - Heat Tunnel - Under Pinner - Wood Cutter - Dry Heat Oven - Exposing Lamp - Exposing Table - 3 x Correx Drying Racks - 4 Colour Screen-print Carousel - 6 Colour Screen-print carousel - 2 x Flash Dryers - Compressor - 4 Head Embroidery Machine - 2 x Single Head Embroidering Machine - Wedge Welding System - Perspex Bender - Bakkie. These are only the main assets there are MANY more which will be shared with serious buyers.

Strengths?

Established reputation with decades of experience and strong client relationships.

Integrated operations under one roof with a bespoke software system that enhances efficiency and order tracking.

Diverse service offering including large-format printing, sublimation, signage, screen printing, embroidery, and apparel branding.

Weaknesses?

Limited formal marketing beyond digital platforms.

Underutilization of sales capabilities, such as on-site quoting through the software system.

Opportunities?

Expansion into emerging printing technologies like 3D printing.

Hiring in-field sales representatives to capitalise on on-site quoting and close deals faster.

Reintroducing previously discontinued services to leverage existing assets and customer base.

Growing digital marketing efforts and formalising referral programs to attract new clients.

Threats?

Economic fluctuations affecting client budgets and discretionary spending.

What is the reason for the sale?

The sale is driven by succession and lifestyle considerations. The owner's son, who plays an active role in the business, is planning to emigrate, and the owner is looking to retire after many successful years at the helm.