business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37961**

About the Business:

Turnkey Franchised Signage & Branding Business for Sale – In-House Fabrication + Installation Crews

Established multi-territory signage, printing and branding operation with centralised production and two dedicated installation teams. Strong systems and franchisor-backed marketing, with separate territory campaigns to protect each catchment area. Deposit-based trading (typically 80% upfront) supports

healthy cash flow, and the model offers clear potential to grow recurring B2B accounts and roll-out work.

Turnkey Franchised Signage & Branding Business for Sale – In-House Fabrication + Installation Crews



Sector: Services

Asking Price:

R 4,200,000

Monthly Profit:

R 144,939

Asset Value:
R 1,425,416

Stock Value:
R 50,000

Yearly Net Profit :
R 1,739,266

Business Report

Fully describe the business's activities?

The business provides end-to-end signage, printing and branding solutions to commercial clients. Activities include client consultation and site assessments; graphic design and artwork preparation; project management; production of indoor and outdoor signage; large-format digital printing; vehicle branding and wraps; window, wall and floor graphics; fabrication of sign structures and displays; and professional installation, maintenance and removal services. The business services a broad customer base and fulfils both once-off projects and ongoing branding requirements.

How does the business operate on a daily basis?

Daily operations are centralised, with automated management systems and a capable office management team overseeing workflow, scheduling and quality control. A single admin office receives and manages all enquiries for the three branches and handles quoting, order intake, client communication, invoicing and supplier coordination. Sales executives conduct most initial site visits and measurements; the owner also remains involved in sales by choice and passion and will join or lead site visits for larger quotes/projects to ensure accurate scope definition and a smooth handover into production. After artwork approval, fabrication and job execution are completed from the central production facility, with work planned and tracked to meet agreed lead times. Two installation teams operate from the central office and are dispatched daily for deliveries, installations and removals. Marketing is managed separately for each franchise territory through distinct campaigns, while production and fulfilment are delivered through the shared central operation.

How are the clients attracted to the business?

Advertising/marketing is managed separately for each franchise territory via distinct local and digital campaigns, aligned to franchise brand guidelines, with marketing support provided by the franchisor. Activities typically include maintaining territory-specific websites/online listings with local search optimisation, ongoing social media content and reputation management, targeted search and social advertising, email marketing to existing clients, direct business-to-business prospecting, local networking/referral initiatives, and periodic promotions aligned to seasonal or industry demand.

What Advertising/Marketing is carried out?

Advertising/marketing is managed separately for each franchise territory via distinct local and digital campaigns, typically including maintaining separate online listings and social media pages, targeted online advertising (search/social), email marketing to existing clients, direct business-to-business prospecting, local networking/referral initiatives, and periodic promotions aligned to seasonal or industry demand

Does the business have any contract work?

All work is undertaken on a contract basis—each order is governed by an approved quotation/work order and the business's standard terms and conditions (and, where applicable, customer-specific supply agreements)

How could the profitability of the business be improved?

Profitability could be further enhanced through ongoing optimisation of pricing and job margins, improved production and installation scheduling to maximise utilisation, continued reduction of waste/rework through strong pre-flight and quality control, a focus on higher-value repeat B2B clients and products, and periodic review of supplier pricing and purchasing efficiencies.

What is the total staff complement?

Total staff complement: 10 permanent employees, supported by up to 4 additional contract/casual staff engaged as needed during peak workloads.

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

1 x Head of graphics
1 x Head of production.
4 x Installers.
1 x Appllicators.
2 x Machine fabricators.
3 x Sales Executives
1 x Admin personel.
1 x Graphic Designer.

Do any have management potential?

Yes. The central operation has strong management depth: the Head of Graphics and Head of Production oversee day-to-day workflow, scheduling and quality control, and are able to run the core processes and deliverables without owner supervision.

How involved is the Owner in running the business?

The owner remains involved daily by choice, primarily focusing on high-level oversight, key client engagement and some initial site visits/measurements. The business is not dependent on the owner being onsite every day, as the Head of Graphics and Head of Production manage the day-to-day operations at the central facility and can run core processes with minimal supervision. The owner is able to work remotely and visits the office as required.

When does the current lease end?

2029

What are the trading hours?

Mon - Thu 8:30 - 17:00.
Fri 8:30 - 16:00
Sat & Sun - Closed.

What are the main assets of the business?

Graphic computers
Screens
Server /Grandstream switch
Large hard drive
Peugeot Boxer 2008
Peugeot Boxer 2008
CNC router 3x2 m
Laser 130w 1300mm x 900 mm
Laminate machine
Laminate machine AM
Nsi letter bender 120m
Roland VG540 8 colour 1.5m printer
A full asset list will be shared with qualifying buyers.

Strengths?

• Centralised admin, production and installation model supports consistency, quality control and efficient scheduling across territories.
• Established multi-territory footprint and diversified customer base across three catchment areas.
• In-house fabrication plus dedicated installation teams enable end-to-end delivery and faster turnaround.
• Strong cash-flow profile supported by deposit-and-balance payment terms.
• Franchise brand recognition, systems and franchisor marketing support.

Weaknesses?

• Owner-dependence for initial site visits/measurements can constrain scaling and create a key-person risk.
• Territory-specific marketing requires careful coordination to avoid duplicated spend or inconsistent messaging.

Opportunities?

• Increase recurring revenue via service/maintenance arrangements, preferred supplier agreements and roll-out work for multi-site clients.
• Improve capacity and margins through workflow optimisation, better job batching, and selective equipment/process upgrades.
• Develop and train additional staff for site surveys/measurements to reduce dependency and increase sales coverage.
• Grow higher-margin product lines and cross-sell to existing B2B customers across territories.
• Strengthen local SEO, reviews and targeted campaigns per territory to drive higher-quality leads.

Threats?

• Input cost volatility (substrates, inks, hardware) and supplier lead-time disruptions.
• Reduced business spend during economic slowdowns impacting signage and discretionary branding projects.

What is the reason for the sale?

The owner wants to focus his attention on other business interests.

Why is this a good business?

This is an attractive acquisition because it combines an established multi-territory customer base with a centralised operating model (admin, production and installation) that supports consistent delivery and efficient scheduling. In-house fabrication and dedicated installation teams enable end-to-end turnaround, while the typical 80% deposit / 20% balance structure supports cash flow. Separate territory marketing, supported by the franchisor, provides ongoing lead generation, with clear upside through scaling sales coverage and growing repeat B2B accounts. The three territories represent highly strategic, scarce locations that are seldom available, making this a rare opportunity to acquire all three together.