

# INSIGHTS

## MERCHANT WEST

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# Merchant West celebrates 20 years

Company constantly strives to deliver flexible, innovative and customised solutions that meet its clients' needs, writes Pedro van Gaalen

For this decade, Merchant West has organically grown its footprint across the financial services sector. Today, as the company celebrates its 20-year anniversary, it is regarded as one of SA's biggest independent financial services providers.

The business started in 1993 as a subsidiary within a listed asset management firm, explains Andrew King, Group CEO of Merchant West. "We then recognised the huge potential that existed for a specialised financial services in the local market and subsequently achieved our management buyout in 2002."

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With a solid track record, Merchant West's services offering remains one of the best, but constant innovation is required to stay at the forefront of the industry. "We constantly strive to deliver flexible, innovative and customised solutions that meet our clients' needs and add value to their existing market solutions."

A historical leader in the business sector and its reputation for leading via an innovation in 2002. "This has a major impact on the business and is a key driver for our success."

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Owen Viljoen, Group CEO

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The Merchant West Group CEO, Owen Viljoen, explains that the company's success is a result of its vision and strategic focus. "We remain focused on our core business and are continuously investing in our people, technology and infrastructure to ensure that we remain relevant in an ever-changing market."

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### WE'RE CARVING OUT NICHE POCKETS OF COMPETENCY WHERE WE CAN EFFECTIVELY PLAY AGAINST MORE ESTABLISHED LEADERS

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## Financial services provider sets sights on acquisitions, offshore markets

Following 20 years of exceptional strong organic growth, leading independent financial services provider Merchant West is looking to expand its strategic acquisitions and expansion into international markets as well as new phases of growth for the company.

"SA has not been the only market for us, but it has been a major focus of our growth strategy as we look to expand our footprint and to diversify our revenue streams. We are looking to expand our footprint and to diversify our revenue streams. We are looking to expand our footprint and to diversify our revenue streams."

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CELEBRATING

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**MERCHANT WEST**  
INSPIRED BY OUR CLIENTS

www.merchantwest.co.za

60% of all new business is derived from Merchant West's existing client base, which the division expect will increase to 80% within the next 12 months and the associated products and services continue to grow.

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