



Backup Power Side-Hustle Guide



Introduction

Load shedding and unstable electricity supply have created a booming market for backup power products in South Africa.

This guide shows you how to start a simple, profitable backup-power business offering inverters, solar kits, batteries, UPS units, and small portable power solutions – even with limited capital.

You'll learn how the business works, what to sell, what tools you need, pricing basics, common mistakes, and how to find customers fast.



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Overview

A backup-power business sells and installs solutions that help customers survive load shedding. Your product options include:

- Portable power stations
- Inverters + batteries
- Solar panels (optional add-on)
- Mini-UPS units
- Extension kits and accessories

Most beginners start with reselling equipment and offering basic home/office installations.

How the business makes money:

- Product markup (10–40%)
- Installation fees
- Maintenance or after-sales support

Demand is high in both urban and rural areas due to grid instability.



Who This Guide Is For

This guide is ideal for:

- New entrepreneurs
- Side hustlers
- Electricians or handymen
- Students wanting a practical business
- Anyone wanting a load-shedding-proof income
- People with limited startup capital

You do not need to be a qualified electrician to start (for basic setups), but knowledge helps.



Benefits

- High demand due to ongoing load shedding
- Low startup costs – you can begin as a reseller
- Flexible income (home installations + product sales)
- Recurring revenue from battery replacements and upgrades
- Easy to scale into full solar installations later



Step-By-Step Setup Guide

Step 1: Choose Your Product Range

Start with fast-moving items:

- 1kVA–5kVA inverter kits
- 12V/24V gel or lithium batteries
- Portable power stations (300W–1500W)
- Mini UPS units for routers

Step 2: Find Reliable Suppliers

Look for wholesalers offering:

- Good warranty
- Local stock
- Technical support

Step 3: Register Your Business (Optional at start)

Start as a sole proprietor. You can formalise later when revenue grows.

Step 4: Set Your Pricing

Use a simple formula:

Selling Price = Cost + (15–35% Markup) + Installation Fee (if applicable)

Step 5: Learn Basic Installation

Learn how to connect:

- Inverter to battery
- Battery to home backup line
- Surge protection
- Basic safety steps

Step 6: Start Marketing

Use WhatsApp, Facebook Marketplace, Gumtree, and neighbourhood groups.



Startup Costs

You can start small:

Item	Estimated Cost
Basic tools	R800–R1 500
Demo inverter + battery	R3 000–R7 000
Marketing (ads)	R300–R500
Stock (optional)	R2 000–R10 000

Total: ±R1 000 to R8 000 to start lean.



Tools & Materials Needed

- Screwdrivers
- Insulation tape
- Multimeter
- Cable ties
- Battery cables
- Drill (for installations)
- Basic PPE (gloves, safety glasses)
- Label printer
- Power analyser device

How to Find Customers

Places where buyers already exist:

- Facebook Marketplace
- Local community groups
- WhatsApp Status
- Gumtree
- Small businesses (hair salons, spaza shops, offices)

What to post:

- Before/after installation pics
- Simple bundles (e.g., “Loadshedding Starter Pack – R2999”)
- Limited-time discounts

Partnership trick:

Partner with:

- Electricians
- IT shops
- Security companies

They refer clients in exchange for a small commission.

Pricing Strategy

Start with easy pricing:

Option 1: Fixed Bundle Pricing

Examples:

- 600W inverter + battery: R3 000–R5 500
- 1kVA kit: R6 500–R9 500

Option 2: Markup Method

Markup 15–30% on hardware + R450–R900 installation fee.

Option 3: “Delivery Only”

Offer:

- Delivery fee: R100–R300
- Basic setup: R200–R450



Daily Operations

- Respond to WhatsApp leads quickly
- Upload new product deals daily
- Do site visits or quote via video call
- Install small systems within 60–120 minutes
- Follow up after installation for referrals

Common Mistakes & Fixes

Mistake: Undersizing systems

Fix: Always ask client what devices they want to power.

Mistake: Poor cable management

Fix: Use labelled wiring and tidy installation.

Mistake: Selling without warranty

Fix: Only use suppliers offering 6–12 month warranties.

Mistake: Overpromising

Fix: Clearly explain limits of each system.

Legal /Safety /Notes

- For small plug-and-play systems, no electrician licence required.
- For DB board connections, use a registered electrician.
- Offer receipts and warranties for all sales.
- Follow battery safety handling guidelines.
- Ensure customer understands load capacity limits.

Products to Consider

(Max 3 per section, no URLs – SA-friendly)

You can recommend and earn commissions from selling:

- Portable power stations (EcoFlow, Gizzu, Ellies)
- Entry-level 1kVA–2kVA inverter bundles
- Lithium batteries (Hubble, Dyness, Revov)

These are high-demand items with solid profit margins.

Final Checklist

- ✓ Choose your product lineup
- ✓ Source reliable wholesalers
- ✓ Build your price list
- ✓ Prepare basic tools
- ✓ Create marketing posts
- ✓ Offer simple packages
- ✓ Learn basic installation
- ✓ Start selling and follow up



FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies