

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **20th April 2024**

Business Reference: **34881**

About the Business:

Retailer of Chicken Products

Branded Chicken products direct to Public and Larger Organisations

Retailer of Chicken Products



Sector: **Food**

Asking Price:

R **800,000**

Monthly Profit:

R **-19,228**

Asset Value:

R **855,854**

Stock Value:

R **0**

Yearly Net Profit :

R **-230,738**



Business Report

Fully describe the business's activities?

Retail store selling a range of poultry/chicken products under a regional franchised branded network.

Product Overview

Fresh and Frozen Chicken, Eggs, Sauces and Spices, Whole Birds, Retail Braai Packs, Fixed Mass Products, Bulk Portions

How does the business operate on a daily basis?

Retail store that serves walkin customers as well bulk sales to institutions

What Advertising/Marketing is carried out?

Largely Facebook updates

What competition exists?

There are general retailers in area, yet none that supplies chicken in chicken only retail environment

How could the profitability of the business be improved?

BEE Contracts could be secured. Delivery services could be intyroduced. Visinbility odf store could be improved

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How involved is the Owner in running the business?

The owner is hands on

What are the main assets of the business?

Full Asset List Available

Strengths?

Well known Franchised Brand. High Demand Product

Weaknesses?

No BEE Credentials to secure larger contracts.

Opportunities?

Larger contracts in region for supply of bulk chicken products

Threats?

Revenue shortfall that leads to working capital constraints

What is the reason for the sale?

Owner cannot secure larger contracts due to BEE structures