



Date: **19th April 2021**

Business Reference: **33047**

About the Business:

Garden Landscaping and other garden services business situated coastal town close to Port Elizabeth.

Garden services in popular Eastern Cape coastal town. Established over 4 years and trading very profitably. Garden landscaping for new and existing homes, seasonal maintenance, landscape design, lawn treatments, instant lawn, irrigation and garden service contracts. All work is owner supervised and

the staff are very well trained and experienced.

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Sector: **Sales & Services**

Asking Price:

R 1,400,000

Monthly Profit:

R 41,917

Asset Value:

R 11,000

Stock Value:

R 5,000

Yearly Net Profit :

R 503,000



Business Report

Fully describe the business's activities?

Services include landscaping, horticulture and general garden care. Garden landscaping for new and existing homes, seasonal maintenance, landscape design, lawn treatments, instant lawns, irrigation and garden service contracts.

How does the business operate on a daily basis?

The business comprises of a team of 5 and is overseen by the Owner on a daily basis.

What Advertising/Marketing is carried out?

Media print – Info Ads (local monthly booklet), Business and Information Guide publication; Business card directory; Personal business cards; Leaflets drops in post boxes.
Online media – Website (only local landscaper to have own site).
Facebook page.

What competition exists?

There are other similar businesses in the region but each with their own customer base.

How could the profitability of the business be improved?

The whole market is growing as the town develops and the business shall do so accordingly. Consideration can also be given to introducing other services such as pool maintenance and small DIY work for example.

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

1 x landscaper: 4 years' service.
(Attends to planting, paving, laying of stone, composting and fertilizing, lawn treatments, landscaping, general garden maintenance etc.)
1 x Brush Cutter Operator: (Weed Eater). 3 years' service
1 x Lawn Mower Operator: 3.5 years' service
1 x General Garden Maintenance Worker: 3 years' service
1 x General Garden Maintenance Worker: 2 years' service

How involved is the Owner in running the business?

The Owner is hands on and supervisors all work on a daily basis. Responsibilities include, drafting of quotations, administration, monthly accounts, debtors invoicing and creditors, sketch drawings and landscape design and marketing and all general management functions.

When does the current lease end?

Storage garage only on a month to month rental basis.

What are the trading hours?

08-30 to 16-30 Monday to Friday.
Saturdays if and when required to do so.

What are the main assets of the business?

An asset list is available when required.

Strengths?

Solid reputation and strong brand awareness.
Known for high standard of service.
Hands-on management by Owner.
Business enjoys a positive cash flow as deposits are taken for landscaping.
There have been no bad debts since inception.

Weaknesses?

There are no perceived weaknesses if the Owner maintains the service levels.

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There are no perceived weaknesses if the Owner maintains the current standards.

Opportunities?

There are numerous opportunities to consider such as pool services and DIY jobs if the new Owner wishes to further develop the business.

Threats?

There are no known threats to this business.

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There are no known threats to this business.

What is the reason for the sale?

The Owner went into semi-retirement when he and his family relocated from Gauteng just over 4 years ago. His wife has been commuting to Johannesburg on a regular basis with her employee.

They now feel that they have reached the stage where they are free of commitments and would like to travel on a regular basis.

Despite having started the business and seen it grow into a lucrative operation, they feel that by selling it they are able to enjoy more freedom to pursue their own interests.