

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: **7th May 2024**

Business Reference: **32205**

About the Business:

Medical Practice in George offering a range of medical facilities

Medical practice that offers normal medical treatment as well as other focused treatments such as Homeopathy, Colon Hydro Therapy, Bio Puncture etc, Iridology. These disciplines are not readily practiced in the area and as such the practice is long standing and well attended. Referrals are also made by other local practitioners

Medical Practice in George offering a range of medical facilities



Sector: **Services**

Asking Price:

R **795,000**

Monthly Profit:

R **38,298**

Asset Value:

R 600,000

Stock Value:

R 200,000

Yearly Net Profit :

R 459,576



Business Report

Fully describe the business's activities?

This medical practice specialises in Homeopathy and is based in the medical area of a large Garden Route town.

Of the procedures carried out are Bio Puncture, Homeopathy, Colon Hydro Therapy, Iridology etc. Patients preparations are processed and posted or collected by patients.

How does the business operate on a daily basis?

The Owner is supported by his wife in the role of Reception and Admin.

What Advertising/Marketing is carried out?

7000+ patients are listed on the data base that has been built up over the years.

What competition exists?

Very little competition in this region.

How could the profitability of the business be improved?

There is an opportunity to further develop Preparations and regular mailings to patients. The practice has enough space and is able to house another medical practitioner.

When does the current lease end?

Lease is currently on a month by month basis. A fixed term lease will be given by the landlord.

What are the trading hours?

Monday to Friday 08-00 to 16-30 by appointment.

What are the main assets of the business?

As is required in such a practice, the assets comprise beds, furniture and fittings, as well as the required diagnostic and treatment equipment and a fully equipped dispensary.
Colonoscopy equipment fully functional and a fixture within the practice.
Data base of over 7000 patients also an asset of value.

Strengths?

Long established practice.... since 1996.
Dispenser of medical preparations on an individual patient basis.
Individualised preparations are a substantial and lucrative part of the practice revenue.
Limited number Homeopaths in the region.
Large patient data-base on record.

Weaknesses?

No obvious weaknesses.

Opportunities?

Additional range of treatments can be introduced.
More colonoscopy treatments for referral by local medical practitioners.
The large data base offers focused communications to patients.
Opportunities to produce own range of preparations and establish a personal brand.

Threats?

No obvious threats known of.

What is the reason for the sale?

The Practitioner intends emigrating and joining family overseas.
He is now near retirement age and would rather relocate sooner than later.