

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

BUSINESS REPORT

Date: **21st May 2024**

Business Reference: **35471**

About the Business:

Biltong shop and deli - Mpumalanga

Well established biltong shop and deli, perfectly located in a busy suburban centre

Biltong shop and deli - Mpumalanga



Sector: Food

Asking Price:

R 515,000

Monthly Profit:

R 20,964

Asset Value:

R 283,000

Stock Value:

R 35,000

Yearly Net Profit :

R 251,570



Business Report

Fully describe the business's activities?

This is a neat, well established biltong shop located in a convenient suburban shopping centre. Operating for 16 years, this business has built a loyal client base. In addition to various types of biltong and droe wors, the business is also renowned for their boerewors. The store has the capacity to operate a full butchery.

How does the business operate on a daily basis?

The business is currently operated solely by the owner and there are no staff employed.

What Advertising/Marketing is carried out?

Apart from their Facebook page, very little marketing is carried out.

What competition exists?

There are no other "specialist" shops of this kind in the centre or in the immediate vicinity, although one could find similar products at the supermarket close by.

How could the profitability of the business be improved?

A more focussed marketing campaign and the introduction of additional products would improve profitability significantly.

When does the current lease end?

The current lease expires in May 2024.

What are the trading hours?

The business opens

What are the main assets of the business?

The main assets include fridges, freezers, display units and butchery equipment. A full list of the assets is available.

Strengths?

Well established store with a loyal client base. Good location in a busy suburban centre. Excellent quality products at competitive prices.

Weaknesses?

The owners are not able to provide the business with the attention it deserves, as they have other business interests.

Opportunities?

With a focussed marketing campaign and a variety of new product offerings this business will show good growth. There is also a great opportunity to operate a full butchery.

Threats?

This is a competitive environment.

What is the reason for the sale?

The sellers would like to concentrate on their other business interests.