



# BUSINESS REPORT

Date: **19th September 2025**

Business Reference: **37471**

About the Business:

## **Marine and Freshwater specialist business based in George.**

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A business that specialises in Marine and Fresh Water fish, the tanks and related equipment. They also offer a comprehensive range of specialised retail products for the industry. The business is well laid out with shelving and all the required plumbing and aeration equipment and specialised tanks for quarantine, breeding etc.

# Marine and Freshwater specialist business based in George.



Sector: **Retail**

Asking Price:

R **520,000**

Monthly Profit:

R **25,913**

Asset Value:  
R **520,000**

Stock Value:  
R **360,000**

Yearly Net Profit :  
R **310,951**



# Business Report

## Fully describe the business's activities?

This business specialises in Marine and Fresh water tropical fish and is the the main business within the greater Garden Route area.

The premises are ideally suited to the business requirements for the purpose and well laid out with both marine tanks and freshwater tanks with a comprehensive range of select species fish and all the required equipment and plumbing in a very well controlled environment built up over many years.

## How does the business operate on a daily basis?

The Owner opens and closes the business and on weekends he is assisted by a casual worker if and when required

## What Advertising/Marketing is carried out?

Very little currently which allows a lot more to be carried out in the future as the full market potential is not being realised.

## What competition exists?

There is one smaller recent start-up in a local town but not of the standard and caliber of this business.

## How could the profitability of the business be improved?

The business would benefit from a retail presence even in a limited manner, just to create more exposure and more interest in the local market.

If the business had representation in the retail space there would be a significant amount of interest from younger people wishing to set up tanks.

## When does the current lease end?

There is a good understanding by the Owner and the Lessor, and the premises are ideally situated for this business.

## What are the trading hours?

Monday to Friday: 10am to 5.00pm  
Saturday: 10am to 1pm

## What are the main assets of the business?

Fish tanks with all the related equipment  
Plumbing and lighting  
Shelving  
Retail stock  
Live stock  
Vector POS Software

## Strengths?

Specialist business that is not easy to establish from grass roots  
Leader in marine tanks required technology and equipment which is very specialised.  
The business sells speciality retail products for this sector  
All the equipment is in place and functional and ready for the Buyer to start trading immediately  
Low impact of loadshedding

## Weaknesses?

This type of business requires ongoing attention due to the vulnerability of the live stock.

## Opportunities?

This business would scale up significantly if the Buyer were to obtain a retail presence by sub-leasing a small retail space of a few tanks within a pet store or similar.

## Threats?

If all precautions are taken and standards are adhered to, there are no known threats to the business.

## What is the reason for the sale?

The Sellers' wife is employed on a cruise ship liner which allows him the opportunity to travel and he wishes to do so whilst still young.