



Date: **3rd July 2024**

Business Reference: **35999**

About the Business:

Pretoria Biltong Store

Discover a golden opportunity in Pretoria – a rare, well-established retail gem awaits. This thriving venture embraces the latest trends in smoking products alongside delectable biltong, nestled in a beloved shopping center. With a devoted clientele and a designated full-time team member, you can effortlessly step into this lucrative venture. The fusion of highly sought-after smoking products and irresistible biltong guarantees a consistent stream of sales. Whether you're a seasoned entrepreneur or just starting out, this

turnkey operation offers both simplicity and triumph. Seize the chance to own a local favorite. Connect with us now to explore the possibilities of this thriving enterprise!

Pretoria Biltong Store



Sector: **Food**

Asking Price:

R 1,100,000

Monthly Profit:

R 54,136

Asset Value:

R 350,000

Stock Value:

R 0

Yearly Net Profit :

R 649,635



Business Report

Fully describe the business's activities?

This business offers a diverse range of products, with Biltong serving as the primary product, responsible for over 70% of sales. In addition to its core product, the business has strategically expanded its offerings to include a selection of highly profitable items, particularly smoking-related products like tobacco, aligning with the emerging trend in this market. It's worth mentioning that the sale price of the business also includes approximately R100,000 worth of stock.

What sets this business apart is its commitment to simplicity and efficiency. While currently owner-run, the business has allocated a budget for a full-time staff member, ensuring smooth operations and allowing the owner to manage responsibilities effectively. This makes it an appealing choice for both experienced entrepreneurs and newcomers, as it streamlines the operation, making it hassle-free to run.

Furthermore, the business prioritizes work-life balance for the owner by operating during convenient working hours. Its strategic location within a popular shopping center, featuring a highly sought-after anchor tenant and a diverse array of desirable retailers and food-related businesses, guarantees a consistent flow of foot traffic, creating a dynamic and thriving business environment.

This presents a unique opportunity to be part of a business that not only upholds tradition with its Biltong but also stays at the forefront of evolving consumer trends, especially in the realm of smoking-related products. Don't miss the chance to join us on this exciting journey!

How does the business operate on a daily basis?

The business is owner-run, and the owner personally manages all aspects of the business. A staff member salary has been budgeted for in the expenses.

What Advertising/Marketing is carried out?

The business relies solely on its reputation, word of mouth, and passing trade for customer acquisition. No advertising or marketing efforts are undertaken by the business.

What competition exists?

The business faces competition from butcheries and supermarkets that also offer Biltong for sale.

How could the profitability of the business be improved?

To increase turnover, the business can implement marketing and advertising strategies. By promoting the products and services through various channels such as social media, online advertisements, and local advertising, the business can reach a wider audience and attract new clients. Running specials and promotions can also be effective in enticing customers, offering discounts, bundle deals, or exclusive offers to encourage sales. This can help generate increased interest and foot traffic to the business, ultimately leading to higher turnover.

How involved is the Owner in running the business?

The owner-operated, staff-free nature of the business is highly appealing to potential buyers. It offers full control, efficient decision-making, and a peaceful work environment free from labor issues. This simple structure allows buyers to step in and have autonomy from the start, leading to increased efficiency and the ability to implement personalized strategies. Overall, this setup appeals to buyers seeking control, simplicity, and the opportunity to shape the business according to their vision and goals.

However, a salary for a Full-Time staff member has been budgeted for in the expenses!!!

What are the trading hours?

The business operates during the following hours:

- Monday to Friday: 09:30 AM to 06:30 PM
- Saturday: 09:30 AM to 06:00 PM
- Public Holidays: 09:30 AM to 04:30 PM
- First and Last Sunday of each month: 10:00 AM to 01:30 PM

What are the main assets of the business?

An asset list is available for the business, detailing all fixtures and fittings included in the sale.

Strengths?

- Unmatched product quality sets the business apart as the top choice in the area.
- Strong reputation and loyal customer base contribute to the business's success.
- Strategic location within a thriving center, alongside reputable retailers, restaurants, and fast food establishments, guarantees a steady stream of potential customers.
- The center has a reliable electricity supply with no load-shedding, ensuring uninterrupted power.
- The business has its own borehole, ensuring an uninterrupted water supply.

Weaknesses?

No weaknesses were identified.

Opportunities?

- Proximity to motor dealerships provides opportunities for collaboration and partnerships with the business.
- Introduction of a gift product range diversifies the business offerings and attracts a wider customer base.
- Future plans to open popular brand stores, including a KFC and a Pet Zone, in the center enhance the overall appeal and foot traffic to the area.

Threats?

No threats were identified.

What is the reason for the sale?

The owner, compelled by family matters, is required to spend time overseas. Upon their return, they are considering relocating to the Cape. This offers prospective buyers an advantageous opportunity to acquire an established business with a loyal customer base in a sought-after location.