



BUSINESS REPORT

Date: **10th May 2024**

Business Reference: **35995**

About the Business:

Profitable & well established biltong shops located in convenient suburban shopping centres.

This Kempton Park based business consists of 2 well established biltong shops located in convenient suburban shopping centres. The one shop has been operating for 21 years and the other shop for 12 years in the same shopping centres where they are currently situated and has a loyal client base. It sells

various types of biltong and dry wors. The shops have a simple and clean design that attracts new customers and gets loyal customers coming back. The quality of the biltong and dry wors is excellent and its current supplier has been servicing the two biltong shops for 13 years.

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Sector: **Food**

Asking Price:

R 1,300,000

Monthly Profit:

R 46,647

Asset Value:

R 302,666

Stock Value:

R 57,000

Yearly Net Profit :

R 186,586



Business Report

Fully describe the business's activities?

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How does the business operate on a daily basis?

Normal retail setup. The daily selling is done by employees with oversight from the owners.

What Advertising/Marketing is carried out?

Very little marketing is carried out at the moment due to the fact that the shops are well established.

What competition exists?

There are no other "specialist" shops of this kind in the centres 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.

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

All 4 are sales attendants. Working between the shops to allow for off time.

Do any have management potential?

Yes

How involved is the Owner in running the business?

Part-time, but not enough due to a few other business interests.

When does the current lease end?

October and November 2023 respectively.

What are the trading hours?

Mondays to Saturdays: 09h00 – 18h00
Sundays: 09h00 – 14h00

What are the main assets of the business?

The main assets include point of sale systems, cabinets, security cameras, biltong dryer, biltong slicers, inverters, batteries etc. A full list of the assets is available.

Strengths?

Well established stores with a loyal client base. Good location in busy suburban centres. Excellent quality products at very competitive prices. Remote access on point of sale systems, proper stock-take processes.

Weaknesses?

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

Opportunities?

Marketing of business on social media platforms, online orders platform, deliveries directly to customers etc.

Threats?

This is a competitive environment.

What is the reason for the sale?

The seller bought the business 7 months ago to assist the previous owner with its financial difficulties. The sellers have realized that taking up this additional business venture has negatively affected their other larger businesses interests and therefore they would like to rather concentrate on those business interests and sell this one.