



# BUSINESS REPORT

Date: **20th May 2024**

Business Reference: **35699**

About the Business:

## Franchised Business Centre

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Ever wanted a better return on your investment whilst building a business with future relevance and value but that initial 12-month trade break even is putting you off - then have a serious look at this well-positioned 18-month-old franchise that has already done that for you. You will struggle to find a better location for a new store!

# Franchised Business Centre



Sector: **Services**

Asking Price:

R **1,100,000**

Monthly Profit:

R **0**

Asset Value:

R **507,396**

Stock Value:

R **0**

Yearly Net Profit :

R **0**



# Business Report

## Fully describe the business's activities?

This Business Services Centre offers a print-to-go service, including colour & black & white digital prints, copies, large format printing as well as Kodak photographic solutions. International & local express courier services are being offered. Other services offered include; internet services, canvas printing, sublimation t-shirts, mugs, stones, coasters, keyrings, etc. Perforating and creasing, binding of documents. Flyers and business card printing. They offer an office away from home environment.

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

The owners are mainly involved with their other businesses and the store is run by the staff in-store. They have well-trained staff who know how to render all services offered. The staff open and close the store daily.

## What Advertising/Marketing is carried out?

Franchisor marketing campaigns.  
Google advertising.  
Facebook & Instagram.  
Word of mouth.  
Flyers.

## What competition exists?

They are the only business service centre in the mall. Also, the only business offering national and international Courier Services in the Mall. There are various competitors in the surrounding areas.

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

Allow bigger businesses a 30-day account.  
More aggressive marketing in the surrounding office blocks and residential estates.  
Daily owner involvement.  
Keep on diversifying services offered.  
Increase the range of stationary carried.

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

They are both front-of-shop assistants and can assist with all aspects of delivering any of the services offered.

### Do any have management potential?

Yes

### How involved is the Owner in running the business?

The owners have other business ventures and are not fully committed to running the business on a daily basis.

### What are the trading hours?

Mon-Sat 09:00 to 19:00.  
Sun 09:00 to 17:00

### What are the main assets of the business?

All equipment associated and needed when opening a new store.  
The owners have also invested in additional equipment in order to diversify the services rendered.  
A full asset list will be provided to all serious buyers.

### Strengths?

Achieved same period last year average revenue growth of a 113% for the first 5 months of 2023.  
Established and well-known franchised brand.  
Low franchisor royalty structure.  
Multiple high-in-demand services rendered cater to a diverse customer base.  
This is a turnkey franchise with all IP and best practices already in place.  
Strong and loyal staff in place.

### Weaknesses?

Owners have other business interests which demand most of their time.

## Opportunities?

The public sector's inability to render the relevant services for this market segment makes this an attractive industry to invest in.

The franchise can significantly increase revenue by diversifying its product offering.

There are a large number of schools in the vicinity that should be targeted.

Increase the stationary range on offer.

## Threats?

None perceived.

## What is the reason for the sale?

The owners have other business interest that demands all of their attention.

## Why is this a good business?

The business has increased its revenue by an average of 113% over the last 5 months compared to the first 5 months of 2022. It is at a point where operational break-even has been achieved. With the equipment as good as new, reliable staff in place, and the shop self-sustainable in a TOP location the owners have done all the hard work for you. Why would you ever consider opening a new store when you can buy a store which is as good as new but all the initial hard work has been done for you?