

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

BUSINESS REPORT

Date: **9th February 2026**
Business Reference: **37560**

About the Business:

Pawn shop for sale!! Pretoria CBD

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Sector: **Retail**

Asking Price:

R 600,000

Monthly Profit:

R 31,369

Asset Value:

R 150,000

Stock Value:

R 300,000

Yearly Net Profit :

R 376,433



Business Report

Fully describe the business's activities?

Well established pawn shop offering both 2nd hand sales and pawning.
Ideally located to service its target market.

How does the business operate on a daily basis?

The business trades in second hand goods.
Buying, selling and pawning of household goods, appliances, jewellery and electronics.

What Advertising/Marketing is carried out?

Internet , mostly Facebook and TikTok. Flyers and business cards.

What competition exists?

Due to the demand in that area there are a number of other pawn shops nearby.

How could the profitability of the business be improved?

Pawn of vehicles
Intense gold buying
Operating on Sundays
Extend hours

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

Manager/buyer
Stock controller
3 Sales staff

Do any have management potential?

David is currently manager runs the business hoof to plume.

Cheryl has 12 years' experience

Clive has 15+ years' experience and is a very strong buyer with further potential

How involved is the Owner in running the business?

The owner has 2 other pawn shops so his time spent in this store is limited.

Physically 1 day per week, continued WhatsApp communication where necessary

When does the current lease end?

30 October 2027

What are the trading hours?

9am to 18h30 weekdays

9am to 17h00 Saturday and public holidays

What are the main assets of the business?

Stock

Shop fittings

POS computer system

Strengths?

Fast Cash Solutions: Offers immediate financial relief through short-term loans secured by personal items.

Diverse Inventory: Likely includes electronics, jewelry, tools, and collectibles, attracting a wide customer base.

Local Brand Recognition: If established in the community, it may benefit from repeat customers and word-of-mouth referrals.

Flexible Loan Terms: May provide more lenient terms than traditional lenders, appealing to customers with limited credit options.

Weaknesses?

Limited Marketing Reach: Smaller shops often lack the budget for broad advertising or digital marketing.

Opportunities?

Digital Expansion: Launching an online platform for selling inventory or managing loans could broaden reach.

Partnerships with Local Businesses: Collaborations can increase visibility and customer traffic.

Financial Literacy Programs: Hosting community events or workshops could improve public perception and build trust.

Eco-Conscious Resale Market: Growing interest in second-hand goods supports sustainable shopping trends.

Threats?

Online Marketplaces: Competitors like eBay or Facebook Marketplace offer alternative ways to buy/sell used goods.

What is the reason for the sale?

Owner wants to pursue other business interests.