



BUSINESS REPORT

Date: **12th May 2024**

Business Reference: **36073**

About the Business:

Story book club and online story book store for kids

Children's books play a vital role in early childhood development, promoting language skills, cognitive development, creativity, and emotional intelligence. By providing access to a wide range of educational and enriching books, you can position your business as a valuable resource for parents and educators who are keen on fostering children's learning and development.

Story book club and online story book store for kids



Sector: **Services**

Asking Price:

R **1,060,000**

Monthly Profit:

R **41,163**

Asset Value:

R 0

Stock Value:

R 510,000

Yearly Net Profit :

R 493,955



Business Report

Fully describe the business's activities?

The business consist of a children book club and online shop selling children books and puzzles. They also export to New Zealand.

The business has the publishing rights on 13 books.

How does the business operate on a daily basis?

Book club members pay a monthly subscription fee for which they receive 2 book choices every quarter before the school holiday. Selected books are packed and send via courier services to the members. The online store sells books and puzzles, delivered any where in South Africa on a daily basis.

What Advertising/Marketing is carried out?

Engaging Website.
Social Media Platforms.
Email Marketing.
Online Advertising.
Word-of-Mouth Marketing.

What competition exists?

Established brick-and-mortar bookstores.
Online Retailers.
Educational Suppliers.
Niche Children's Bookstores.
Educational Websites and Platforms.
Self-Published Authors.

How could the profitability of the business be improved?

Strategic Pricing.
Efficient Inventory Management.
Cross-Selling and Upselling.
Partnerships and Affiliations.
Effective Marketing and Promotion.
Customer Retention and Loyalty.
Continuous Improvement and Innovation.

When does the current lease end?

This is a work from home business which does not require any premises.

What are the trading hours?

The trading hours are Monday to Friday 9am to 4pm supported by a 24/7 online store.

What are the main assets of the business?

The main assets of the business are the:

- Stock.
- Online store.
- Websites.
- Social media platforms.

Strengths?

- 1) Access to a Wide Range of Books.
- 2) Convenience and Accessibility.
- 3) Personalized Book Recommendations.
- 4) Low overheads.
- 5) The business is well established.

Weaknesses?

- 1) Competition from Established Retailers
- 2) Dependency on Publishers and Suppliers.

Opportunities?

Increasing Literacy Rates.
Diverse Market.
Limited Physical Access to quality children's books.
Growing Online Market.
Collaborations with schools and Educators.
Cultural Representation.
Parental Involvement.
Learning Resources and Value-Added Content.
Collaborate with Influencers and Bloggers.

Threats?

Limited Internet Access.
Financial Constraints.
Language and Cultural Preferences.
Technological Challenge.
Changing Reading Habits.

What is the reason for the sale?

The Seller is selling the business due to her physical disability.