

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: **11th May 2024**
Business Reference: **36008**

About the Business:

Flower Shop for sale

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Sector: **Services**

Asking Price:

R **700,000**

Monthly Profit:

R **7,590**

Asset Value:

R **372,343**

Stock Value:

R **0**

Yearly Net Profit :

R **91,082**



Business Report

Fully describe the business's activities?

- Floral arrangements / bunches
- Smaller Wedding and function flowers
- Corporate weekly flowers for offices or reception areas
- Hampers
- Wrapping
- Selling of gifting or miscellaneous items in the shop
- Delivery service offered

How does the business operate on a daily basis?

Daily placing of orders with the flower suppliers. Making of “orders” and deliver and do quotations

What Advertising/Marketing is carried out?

Only on FaceBook / plus vehicle small branding
Word of mouth

What competition exists?

Retailers eg. Chain stores and other flower suppliers

How could the profitability of the business be improved?

Profitability can be improved with a stronger “cash flow”

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

Florist does all the practical and creative work and Owner does all Operational work

Do any have management potential?

Yes

What are the trading hours?

6 Working days
Mondays - Saturdays 08H00 - 17H00

What are the main assets of the business?

Solid base

Strengths?

- Strong and solid base so no need to start business off the ground – new Owner can just carry on
- Belongs to reputable and professional Florist networks
- Central location with ample parking – easily accessible
- Experienced Florist
- Offer delivery service

Weaknesses?

Cash flow after COVID

Opportunities?

New ideas to be shared with successful Buyer

Threats?

Retailers BUT we have an advantage that we do deliveries and have existing account holders

What is the reason for the sale?

Owner and Family are relocating