



# BUSINESS REPORT

Date: **20th April 2025**

Business Reference: **36139**

About the Business:

## Home Décor store long established and a destination store for curtains and blinds, linen etc

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Home Décor business selling curtains and blinds, ready made or purpose, beds and linen, towels and other allied, up-market home products. Placed in a small cluster of stores with anchor tenant Pick & Pay, this long established business is a destination store that provides the two Owner/Managers with a very comfortable quality of life in a sought after Garden Route village town close to George. Owners are now at

## Home Décor store long established and a destination store for curtains and blinds, linen etc



Sector: **Retail**

Asking Price:

**R 1,300,000**

Monthly Profit:

**R 30,511**

Asset Value:

**R 100,000**

Stock Value:

**R 450,000**

Yearly Net Profit :

**R 366,126**



# Business Report

## Fully describe the business's activities?

Retail sales of Curtains, Linen, Towels and other fine home and office type décor including Beds, Headboards and Pedestals.

Making up of custom made Curtains and Blinds.

Upholstery.

Soft Furnishings – Scatter cushions, Rugs, Throws, Blankets, Prints and Lamps.

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

The business is managed by the Owners who handle all the day to day administrative and sales requirements. They employ a semi-permanent lady who has been assisting with all aspects of the business for the past 5 years.

The business is supported by sub-contractors for the manufacture and installation of curtains and blinds as well as upholstery, with whom they have built up a good relationship over several years.

## What Advertising/Marketing is carried out?

There is limited marketing and advertising and this is a strong growth opportunity by a new Owner especially if well versed in media marketing.

## What competition exists?

There are other outlets who handle similar products ranges but with their own market space.

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

The new Owner can introduce allied products but the current Owners are comfortable and don't really wish to introduce other product streams at this stage.

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

Both Owners are involved daily

### When does the current lease end?

December 2023 – Same premises and same landlord for the past 21 years.

### What are the trading hours?

Monday to Thursday: 09-00 to 5-00pm

Friday: 09-00 to 4.30pm

Saturday: 09-00 to 12-30pm

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

Furniture and fittings.

Stock

There is a vehicle in excellent condition which may be purchased by separate negotiation.

### Strengths?

Offered the Owners a secure income year after year.

A destination store with very good product range and known for the quality of product and service.

Clean and neat and a pleasant shopping experience.

Comparative pricing to the majors.

### Weaknesses?

There are no significant weaknesses if the new Owners keep to the current operational methods.

### Opportunities?

Addition of other product streams that are allied with the décor sector.

### Threats?

There are no known threats to this business.

## What is the reason for the sale?

The Owners feel that it is time for them to wind down after 22 years of successful trading.