



BUSINESS REPORT

Date: **17th May 2024**

Business Reference: **36214**

About the Business:

Franchised supplier and installer of blinds, shutters, awnings and security doors

This business specialises in the supply and installation of blinds, awnings, shutters as well as security doors. The owner has other business commitments which require his full time attention.

Franchised supplier and installer of blinds, shutters, awnings and security doors



Sector: **Services**

Asking Price:

R **800,000**

Monthly Profit:

R **41,240**

Asset Value:

R **100,000**

Stock Value:

R **0**

Yearly Net Profit :

R **494,875**



Business Report

Fully describe the business's activities?

This is a franchised reseller and installer of blinds, awnings, shutters, security doors and roofing.

How does the business operate on a daily basis?

The business is operated by the owner and one permanent support staff member, who assists with quotations, placing orders and arranging installations, which are outsourced to an experienced installer.

What Advertising/Marketing is carried out?

The franchisor has a neat website and the sellers advertise regularly via various social media platforms including Google and Facebook. They have vehicle branding and visible signage.

What competition exists?

The business competes with retailers like Game, however, their success lies in the quality of their products and the exemplary service they provide to their clients.

How could the profitability of the business be improved?

A more focused marketing campaign and the appointment of a full time sales rep would improve profitability significantly.

How involved is the Owner in running the business?

The owner is relatively hands on, however, he also has other business interests. The business requires a little more owner involvement.

When does the current lease end?

There is no formal lease agreement in place and the current arrangement is open-ended. The landlord is, however, amenable to signing a new contract.

What are the trading hours?

The business operates from 8am to 5pm from Mondays to Fridays.

What are the main assets of the business?

The main assets of the business include office equipment and showroom equipment - a full list of the assets is available. There is a vehicle which is currently under a hire purchase agreement.

Strengths?

Showroom is based in a great location with very low rental.
No franchisor royalties.
Staff equipped to continue and grow sales.
Strong digital partner.
No stock means lower risk.

Weaknesses?

Current owner has other business interests and can not afford the business the attention it requires.

Opportunities?

There are good opportunities to expand within the province, especially with a sales rep on board.
A more involved owner would result in exponential growth.

Threats?

General economic threats

What is the reason for the sale?

The owner has other businesses which require his full attention.