

business
for sale



BUSINESS REPORT

Date: **3rd July 2024**

Business Reference: **35794**

About the Business:

Profitable Baby & Toddler Supplies. On Line Business. Countrywide Customers. JHB based.

This established business offers a wide range of products and resources for parents and caregivers, from high-quality baby gear to helpful guides on child development. Loyal customer base and strong online presence. Contact us today to learn more and start your journey towards entrepreneurial success!

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Sector: **Retail**

Asking Price:

R 3,400,000

Monthly Profit:

R 156,881

Asset Value:

R 56,118

Stock Value:

R 2,900,000

Yearly Net Profit :

R 1,882,572



Business Report

Fully describe the business's activities?

This business is an online mom and baby retail store with a physical showroom from where customers can view and purchase products. Unique, niche, specialists.

How does the business operate on a daily basis?

Customers place order online through the ecommerce store or through Whatsapp. The orders are invoiced and then given to the packing department. Orders are packed and sent out via one of two courier companies

What Advertising/Marketing is carried out?

Online advertising takes place through facebook ads, Google Ads, organic searches, Instagram and tiktok

What competition exists?

Being an online store this business travels in its own lane.

How could the profitability of the business be improved?

Importing new products from overseas which are not readily available here

Do any have management potential?

Yes, there currently a manager in place.

How involved is the Owner in running the business?

Owner handles all Whatsapp sales and does the admin and accounting etc.

When does the current lease end?

Property is owned by the seller in her private capacity. No lease Agreement in place

What are the trading hours?

Mon - Fri, 8am - 5pm

Saturday, 10am - 1pm

Sunday: Closed

Closed on public holidays

What are the main assets of the business?

Showroom items which are +- 2 years old. Office equipment is less than 1 year old. Premises redone with new paint, roofing and in excellent condition.

Strengths?

Google and Facebook rating, customer reviews are higher than all similar businesses in the industry. Steady sales through the online store and excellent customer service.

Weaknesses?

Some sourcing delays from overseas manufacturers.

Opportunities?

There are many sourcing opportunities for new products to accommodate current and new trends, both local and overseas. Chances for expansion into a brick & mortar store

Threats?

Normal economic conditions but the business has held its own as can be seen from the history. All households are under pressure to save and they can do so by purchasing their baby and toddler essentials online!

What is the reason for the sale?

The owner is relocating.