



BUSINESS REPORT

Date: **18th May 2024**

Business Reference: **36360**

About the Business:

Franchised Outlet Selling Tombstones for Sale

This store is one of the longest standing in the franchise group. this store generates solid sales and has an excellent Rol.

Franchised Outlet Selling Tombstones for Sale



Sector: **Manufacturing**

Asking Price:

R **2,350,000**

Monthly Profit:

R **93,277**

Asset Value:

R **350,000**

Stock Value:

R **0**

Yearly Net Profit :

R **1,119,320**



Business Report

Fully describe the business's activities?

Granolithic tombstones originate in the USA and have become very popular. The franchise has been manufacturing Granolithic tombstones locally for the last 10 years, and supplying it to clients via its own shops. Its growth has accelerated to the point where there is a national demand, and the company has elected to service this demand via franchised outlets. This franchised outlet has been in operation for 5 years. Being a franchisee means the buyer will be supplied with everything necessary to trade, including amongst other things, furniture, computers, business cards and pamphlets, signage, branded uniforms and stock. There are three factories around SA to service our retail franchises.

Granolithic tombstones are three times thicker than granite giving it a much bigger impressive look at a fraction of the price of granite hence giving a competitive edge. Tombstones are available in different colours as per clients request which the granite market cannot. Overall this Tombstone business has bigger, brighter tombstones at a cheaper cost. Due to the market is South Africa and Africa where our cultures still place a high importance of Tombstones, we have a definite market which is not affect by the economic environment as this is something most people will not do without due to the its significant importance.

How does the business operate on a daily basis?

Customers walk in and place an order for a tombstone. The order is placed with the factory, which manufactures the tombstone and installs it.

What Advertising/Marketing is carried out?

Central advertising by the Franchisor.

What competition exists?

Most competitors sell granite and/ or marble tombstones, which are much more expensive.

When does the current lease end?

Nov 24

What are the trading hours?

Monday to Friday 09h00 to 17h00
Saturday 09h00 to 14h00

What are the main assets of the business?

Office equipment and samples

Strengths?

Unique product in high demand with little opposition.

Weaknesses?

Franchised business

Opportunities?

Room for growth with many churches, stokvels and groups still to market to in the area.

Threats?

An essential product so no threats.

What is the reason for the sale?

This is one of the company stores, which the Franchisor is selling to enable it to focus on the group's expansion plans