



BUSINESS REPORT

Date: **17th May 2024**

Business Reference: **36262**

About the Business:

Express your creativity

For over 22 years this store has been providing the creative touch and elegant style to many homes in exclusive Sandton. Located near Monte Casino in a fashionable and dynamic shopping mall, it caters to the next generation of affluent shoppers, perfect for an energetic soul who wants to make their mark in the business world.

Express your creativity



Sector: **Retail**

Asking Price:

R **275,000**

Monthly Profit:

R **19,708**

Asset Value:

R **0**

Stock Value:

R **300,000**

Yearly Net Profit :

R **236,492**



Business Report

Fully describe the business's activities?

The business retails gifts, decor items, objet d'ar, jewellery and other special occasion merchandise.

How does the business operate on a daily basis?

The store opens at 9 am and closes at 6 pm on weekdays. On Public Holidays and Saturdays the hours are 9 am to 4 pm and on Sunday 9 am to 1 pm.

Retailing the merchandise is primarily done by the sales staff. Procurement of Stock is sourced by the owner who has considerable experience and skill in forecasting the demands of her discerning clientele.

What Advertising/Marketing is carried out?

Word of mouth recommendation and referral is the strongest marketing tool. Besides the quality and style of the merchandise, the store is also known for its beautiful gift wrapping, which is offered as a free service. In addition the store has a social media presence as well as local promotions conducted at the mall.

What competition exists?

The store is unique in its range of merchandise carried as well as the look and feel of the shopping experience.

How could the profitability of the business be improved?

A decorating service would be a natural extension

A focus on the amount of business conducted on line would boost overall revenue significantly

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

Staff have been with the business since inception

Do any have management potential?

All staff have management potential

How involved is the Owner in running the business?

The owner is 100% involved in the running of the business

When does the current lease end?

December 2023

What are the trading hours?

9 am to 6 pm

What are the main assets of the business?

Brand reputation
Positioning of brand at certain price points
Supply chain network
Client base
Stable landlord
Location in mall
Location of mall
Reputation of staff
Awareness of brand in broader community

Strengths?

Reputation of business
Awareness of brand
Location
Professionalism of staff

Weaknesses?

No weaknesses are apparent, the trading results of the store over a long period are evidence of a well run business with strong consumer appeal

Opportunities?

On line presence could be boosted
A decorating division could be established

Threats?

Business cycle
Changing demographics of South Africa will mean continuous reassessment of the appeal of stock that is carried

What is the reason for the sale?

Owner's husband is relocating and she wishes to join him

Why is this a good business?

Very well run business with strong visual appeal in an excellent location catering to a house proud and image conscious market largely insulated from the business cycle