

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **2nd June 2025**
Business Reference: **36299**

About the Business:

Briquets and fire wood distributor.

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Sector: **Retail**

Asking Price:

R **320,000**

Monthly Profit:

R **13,937**

Asset Value:

R **239,473**

Stock Value:

R **80,000**

Yearly Net Profit :

R **167,245**



Business Report

Fully describe the business's activities?

The business was established in 2004 from humble beginnings.

Selling charcoal and braai wood to friends and family, their business grew to a full fledged business providing consumer goods to numerous large retail stores.

Their footprint extends to all retail outlets, from butcheries, liquor stores, spaza shops, filling stations, hardware shops, convenience stores and holiday resorts. They also sell to individuals and all customers are welcome.

It is 18-years later, and they are still in business selling quality products at reasonable prices.

How does the business operate on a daily basis?

Supplying charcoal, briquettes and various wood types to retailers.

Orders are received and goods are then dispatched.

Currently the business operates on a COD basis only.

They sell 3-different brands of briquettes and charcoal.

Their briquettes and charcoal are made from Namibian hard wood.

What competition exists?

There are various other suppliers, however this business offers a premium product.

Barriers to entry aren't easy as there is a limited supply of charcoal and wood.

How could the profitability of the business be improved?

- Greater owner involvement
- Offering credit
- Aggressive marketing campaign
- Better social media presence

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

1 Manager

2 Packers

How involved is the Owner in running the business?

Partially involved.

When does the current lease end?

The business currently operates from the seller's home.

What are the main assets of the business?

Full asset list will be made available.

Strengths?

- Premium product at great pricing.
- Strong market share in surrounding areas.
- Business for all seasons (good winter and summer trade).
- Asset strong.

Weaknesses?

- Needs more owner involvement
- Greater marketing spend.
- Greater social media presence.

Opportunities?

- Supply larger retail outlets
- Supply outside of current area.

Threats?

None perceived.

What is the reason for the sale?

Owner wants to concentrate on his core business.