

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: **10th May 2024**

Business Reference: **36440**

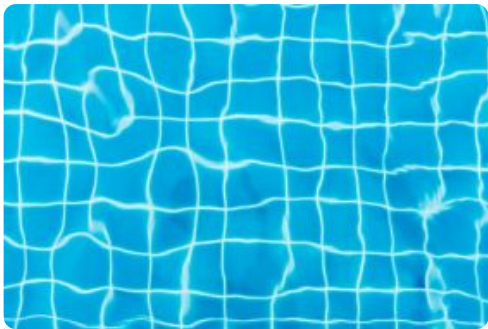
About the Business:

**15 years in Cape Town - Swimming Pool Installer -  
no fixed overheads**

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This business operates with NO fixed overheads. Installation teams work on demand

# 15 years in Cape Town - Swimming Pool Installer - no fixed overheads



Sector: **Services**

Asking Price:

R **495,000**

Monthly Profit:

R **18,886**

Asset Value:

R **12,500**

Stock Value:

R **5,000**

Yearly Net Profit :

R **188,857**



# Business Report

## Fully describe the business's activities?

This small installer of fibreglass pools does installations in Cape Town and surrounding areas. The Owner does quotes and when quotes are accepted, he does site inspection before finalizing the quote. The client pays a deposit and the owner takes care of all ordering of goods ( including the pool ) and ensures they get delivered to site. He uses an installation team who has been with the Business since 2009 who does installations at a fixed rate per pool. The owner hands over the pool when done to the client

## How does the business operate on a daily basis?

Enquiries received from possible clients.  
Enquiries followed up and site visit booked.  
Installation planned upon client acceptance.

## How are the clients attracted to the business?

Automated enquiries from shell supplier  
Facebook posts  
Website  
Word of Mouth Referrals

## What competition exists?

Other installers in the Cape Region

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

1 Teamleader with 3-4 workers.  
If needed, a second team are pulled in.

## How involved is the Owner in running the business?

3-4 hours per day.  
Quotes, site visits etc

## What are the main assets of the business?

Minimal. Small tools

## Strengths?

Very good installation team that can be expanded.  
Does a full installation with a client ready to get into the pool the next day.  
Been going since 2009

## Weaknesses?

Quite a few installers in the Cape Region

## Opportunities?

Expand to greater Western Cape and also Gauteng  
Stronger Marketing

## What is the reason for the sale?

The Seller wants to move into something different.  
After 4 years, he feels he wants to do something new.