



# BUSINESS REPORT

Date: **18th May 2024**

Business Reference: **36461**

About the Business:

## **Retail store selling prepacked ostrich products, biltong etc, in picturesque Garden Route town**

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In one of the most peaceful and coastal Garden Route towns and close to George, this business sells ostrich meat products and dog foods and other related products. The business has given the Owner a good income over the past 7 years. There is an opportunity to add in other related product ranges such as venison biltong and meats and salamis etc.

# Retail store selling prepacked ostrich products, biltong etc, in picturesque Garden Route town



Sector: Food

Asking Price:

R 650,000

Monthly Profit:

R 26,148

Asset Value:

R 119,900

Stock Value:

R 30,000

Yearly Net Profit :

R 313,781



# Business Report

## Fully describe the business's activities?

This retail store sells a full range of ostrich meats and bi-products such as pet foods.

Also sell third party pet treats and foods.

The business lends itself to adding in additional meat related products such as vacuum packed cold meats, venison products and spices etc.

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

The Owner opens and closes himself, six days per week,

He does have a casual whom he can call upon from time to time.

## How are the clients attracted to the business?

There are predominately walk in clients who visit the store on a regular basis.

## What Advertising/Marketing is carried out?

Face Book Page

Word of Mouth a large contribution

## What competition exists?

There are competitors but not in close proximity of this business.

Closest competitor is approximately 15km away although other chain stores may sell similar products.

## What are the seasonal trends?

As the financials will indicate, there is an increase over the December month but that is predominately by regular buyers who increase their purchases over the Christmas period.

### How could the profitability of the business be improved?

There is ample space to increase the store offering by bringing in additional products.

The Seller is ready to retire after 7 years of successful trading, and as such he is not really interested in bringing in additional products.

The store is very clean and neat and well merchandised and will definitely show substantial growth with the introduction of additional product ranges.

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

On a daily basis

### When does the current lease end?

Ongoing month by month lease.

### What are the trading hours?

Mondays to Thursdays: 09-00 to 5-30pm

Fridays: 09-00 to 6-00pm

Saturdays: 09-00 to 2-00pm

### Do you require a licence?

No specific license but a Health Certificate and a Trading License are in place.

### What are the main assets of the business?

Shop fitting equipment such as freezers and fridge, large industrial biltong maker, counter with marble work surface, Trade legal electric scale (with 20 hour backup) and point of sales system.

### Are any items not included in the sale?

Yes, the Hi-Fi system.

One small fridge which is the private property of the Seller.

Any other items of a personal nature will be pointed out to the prospective Buyer.

### Do any require repairing?

No, all are in good working order

### Strengths?

Product range which can readily be added to.  
Clean neat and very clinical store, well merchandised.  
Can be run by one person or would suit a couple who could split the hours if necessary.  
Sufficient space to increase product offering.

### Weaknesses?

There are no known weaknesses

### Opportunities?

Additional product ranges such as packed cold meats, salamis, venison products etc

### Threats?

There are no known threats to the business.

### What is the reason for the sale?

The Seller has owned and self-managed the business for the past 7 years and he has enjoyed the experience. He has additional income and therefore wants to now semi-retire and pursue personal interests.

### Why is this a good business?

This is an excellent opportunity for a married couple or somebody who wishes to keep themselves busy and earn a very livable salary in one of the most tranquil and picturesque parts of the Garden Route, with the business being less than 5 minutes from the sea.  
The town is known for its relaxed lifestyle, good restaurants, proximity to bowling greens and golf courses and reasonably close to George with good fishing and outdoor activities.....a really nice place to live. Added to this, the business can generate a good income with relatively easy working conditions and congenial trading hours.