

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

# BUSINESS REPORT

Date: **11th May 2024**

Business Reference: **35573**

About the Business:

## Coastal Based lighting business with national footprint

---

The business prides itself on their inhouse and experienced lighting designers who will liaise with clients from concept to completion and in doing so they are able to ensure that the correct lighting is used both architecturally as well as aesthetically pleasing. A lot of the work is done with architects, developers, and interior decorators. Where necessary, the designers will complete site visits to ensure the correct lighting

application is considered for the client. They are known for their expertise both within the home environment as well as industrial needs.

## Coastal Based lighting business with national footprint



Sector: **Services**

Asking Price:

**R 3,790,000**

Monthly Profit:

**R 203,745**

Asset Value:

**R 250,000**

Stock Value:

**R 1,400,000**

Yearly Net Profit :

**R 2,444,935**



# Business Report

## Fully describe the business's activities?

Discover an exceptional opportunity with this renowned lighting specialist business. With a focus on delivering top-tier lighting solutions, they specialize in both retail and project lighting services.

As trusted retailers of a diverse range of light fittings and ceiling fans, they cater to a wide clientele, providing products that seamlessly blend style and functionality.

Additionally, they serve as reliable suppliers of premium lighting accessories for both retail and trade clients, offering a comprehensive selection of items such as bulbs, lamps, wiring, fittings, and more.

Don't miss your chance to own a thriving lighting business that has built a solid reputation for excellence and quality.

## How long has the owner had the business?

2 years

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

This business operates under a managerial structure, with a well-defined staff hierarchy and clear delineation of responsibilities.

Additionally, the owner is actively involved in the day-to-day operations of the business. The generated turnover predominantly stems from a combination of retail sales and project-based sales, highlighting the diverse revenue streams that contribute to the business's overall success.

## What Advertising/Marketing is carried out?

**Digital Marketing:** Utilize digital marketing channels such as social media platforms, and email marketing to engage potential clients and drive traffic to your website. Create compelling content that highlights expertise in lighting solutions, showcases your products, and educates your audience about the latest industry trends and innovations. and plan to implement SEO

**We plan to implement Content Marketing:** Develop a content marketing strategy that includes creating informative blog posts, articles, and video content related to lighting design, trends, and tips. Sharing our expertise and provide valuable insights that can help potential clients make informed decisions about their lighting needs.

**Local Advertising:** We have Advertise the business in local directories, newspapers, and community publications to reach local customers and businesses in the past. Although this has not been necessary recently. Participate in local events and sponsor community initiatives to increase brand awareness and build a strong presence within your target market.

**Visual Portfolio and Testimonials:** We plan to implement a showcase of previous projects and success stories through a visual portfolio on our website and in marketing materials. Feature client testimonials and reviews to build trust and credibility among potential clients, demonstrating your business's track record of delivering exceptional lighting solutions.

**Networking and Referral Programs:** Establish strong relationships with industry professionals, such as interior designers, architects, contractors, and developers, to generate referrals and potential business partnerships. Implement a referral program to incentivize satisfied clients and partners to refer new customers to your business.

**Email Marketing Campaigns:** Create targeted email marketing campaigns to stay connected with existing clients and prospects. Share updates about new products, promotions, and industry insights to keep your audience engaged and informed about your business offerings.

## What competition exists?

The lighting industry is competitive and understanding the competitive landscape helps our business identify its unique selling points and develop strategies to differentiate itself from competitors.

There are no other lighting Specialists in our area that specialize in providing lighting solutions for residential, commercial, and industrial clients, offering a range of products and services comparable to those of this business.

**General Home Improvement and Electrical Stores:** Large retailers that offer a wide selection of cheap and very low quality lighting products alongside other home improvement items. These stores attract customers looking for more basic lighting options and may compete on price and convenience.

**Online Retailers:** E-commerce platforms and online marketplaces that sell a variety of lighting products, offering customers the convenience of browsing and purchasing lighting fixtures and accessories from the comfort of their homes. These online retailers may compete on price, product variety. although aftersales service does not come close to us.

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

The profitability can be positively impacted by introduction of all types of new products and services such as switches and plugs, slab boxes and smart lighting, batteries and inverters.

A new E-commerce website is currently under development. Offering installation and Uninstallation of light fittings.

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

Manager

Project sales

Showroom sales

Storeman

Creditors & ordering of all stock, attends to all stock functions, deals with couriers, attends to all suppliers functions.

Consulting/project work & sales

A more comprehensive breakdown can be given upon Due diligence.

### Do any have management potential?

There is a Manager in place.

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

The owner is currently involved daily and streamlining procedures. .

### When does the current lease end?

2025

### What are the trading hours?

Monday to Thursdays: 08-00 to 17-00

Friday 8-00 to 16-00

Saturday Closed

Sunday Closed

## What are the main assets of the business?

Office Equipment  
Computer Equipment and Software  
Part of the store runs on portable power during load shedding.  
Import permits.  
4 x Laptops Samsung Galaxy Tablet.  
Caddy Vehicle

## Strengths?

This business is the only significant lighting specialist and supplier in the area.  
As such it has a strong track record with the existing clientele and where assistance with projects and servicing is required.

## Weaknesses?

This type of industry is specialized and therefore requires staff who are technically trained and ideally with industry knowledge.

## Opportunities?

Opportunities exist such as add-ons related to the industry such as batteries and inverters, smart lighting, switches and plugs etc and potential to offer Installations.  
Also, the website could benefit from being upgraded to an e-commerce site.

## Threats?

Currently there are no known threats.

## What is the reason for the sale?

Regrettably, the owner has decided to sell the business due to personal and family circumstances.

We are confident that the business will continue to thrive under new ownership. We appreciate the support of our loyal customers and dedicated team members throughout this process."

## Why is this a good business?

This business offers a very good quality of working life with good financial rewards to the Buyer, as well as the advantage of being coastal based in one of the most sought-after areas of Garden Route