

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: **13th May 2024**

Business Reference: **36516**

About the Business:

**Easy to operate business which is both fun and profitable.**

---

This business supplies balloons for corporate events, showrooms, parties and any other fun occasion. A complete turnkey operation with trained staff, balloon artists, equipment and delivery vehicle.

Easy to operate business which is both fun and profitable.



Sector: **Services**

Asking Price:

R **720,000**

Monthly Profit:

R **34,395**

Asset Value:  
R 250,000

Stock Value:  
R 80,000

Yearly Net Profit :  
R 412,741



# Business Report

## Fully describe the business's activities?

The business provides balloons and allied balloon decor for corporate events, birthdays and related celebrations.

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

The business operates from shared premises. Orders are received, made up and delivered to clients on the appointed day. The core product is balloons inflated with helium and then combined into designs according to the nature of the event. Conceptualisation and design of the balloon clusters and allied decorations is offered as part of the service.

## What competition exists?

There are 4 or 5 competitors including Westpac.

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

Expenses need to be better controlled as the business commands little of the current owner's time due to other commitments. Reducing staff is the initial consideration.

## Do any have management potential?

Yes

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

The owner is responsible for the payroll and paying suppliers, which takes about 5% of his time.

## When does the current lease end?

Current lease is month to month

## What are the trading hours?

Weekdays 08h00 - 17h00  
Saturdays 08h00 - 15h00  
After hours upon request  
Closed for 3 weeks in December

## What are the main assets of the business?

One Nissan NV350 branded delivery vehicle  
Stock - helium, balloons, decor

## Strengths?

Client list  
Brand awareness  
Brand reputation  
Location of business close to Sandton CBD

## Weaknesses?

On occasion rely on subcontractors creates vulnerability to late delivery or poor performance

## Opportunities?

Increase awareness  
Penetrate new markets like event companies and car dealerships

## Threats?

Pushback from environmentalists  
Covid had a negative impact on the business and a similar outbreak would have a similar negative impact

## What is the reason for the sale?

Seller wants more control over his spare time as he has other, larger business interests