

business
for sale



Date: **3rd July 2024**

Business Reference: **36616**

About the Business:

Dress Rentals for Shoots and Functions - Huge Social Media Following

Specializing in bespoke dresses for photoshoots and functions.

Dress Rentals for Shoots and Functions - Huge Social Media Following



Sector: **Services**

Asking Price:

R 250,000

Monthly Profit:

R 15,869

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 142,822



Business Report

Fully describe the business's activities?

Rental of boutique dresses mainly for photoshoots.
They also cater for function dress hire.

How long has the business been established?

7 years.

How does the business operate on a daily basis?

Ideal for a full-time mom or homemaker wanting something to keep her busy.
The owner has a fitting room at home where clients fit dresses.
Some customers order dresses via the catalogue without fitting - these are couriered to them and the client courier them back once done.

How are the clients attracted to the business?

Social Media 20 000+ followers on different platforms.
Word of mouth.
Google ads.

What competition exists?

There are similar offerings on social media.

How could the profitability of the business be improved?

The owner has prioritized her kid's day-to-day activities. By spending more time on social media and advertising campaigns the new owner will definitely up the sales without a lot of effort.

What is the total staff complement?

Only the owner. Marketing and advertising can be outsourced.

When does the current lease end?

Working from home.

What are the main assets of the business?

140 x Bespoke dresses.

Strengths?

Very easy to run.
Perfect side hustle for someone to fill their day.
Niche market.

Weaknesses?

A current weakness is very little owner involvement.

Opportunities?

Grow function dress rentals.
Introduce a portfolio of products offered ex. ear rings, etc.

What is the reason for the sale?

The owner wishes to focus primarily on her 3 kids who are still young. She would like to be actively involved in their academic development.

Why is this a good business?

This is the ideal business for a stay-at-home mom or homemaker who would like to keep busy and make money on the side without having to commit to schedules or intense involvement in the running of a business.