



Date: **24th November 2024**  
Business Reference: **36480**

About the Business:

## **Established Fresh Produce Wholesale Business.**

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This business is self-running with a manager and admin assistant. The seller runs the business from a remote location. It is a solid and highly profitable operation. Started in March 2015 by the previous owner with a personal car, the business has expanded into a finely tuned operation that delivers the highest quality Fresh Produce with a fleet of vehicles. Business delivers Fruit & Veg over an area of 250km, north coast KZN. During the last year we moved premises in order to keep overheads low and expand the size

of the cold-room. The current building has cameras, excellent perimeter security and armed response. Well, established, staff well trained and growing. Scope for further growth..

## Established Fresh Produce Wholesale Business.



Sector: **Food**

Asking Price:

**R 960,000**

Monthly Profit:

**R 36,612**

Asset Value:

**R 970,000**

Stock Value:

**R 30,000**

Yearly Net Profit :

**R 439,339**



# Business Report

## Fully describe the business's activities?

This business is self-running with a manager and admin assistant. The seller runs the business from a remote location. It is a solid and highly profitable operation. Started in March 2015 by the previous owner with a personal car, the business has expanded into a finely tuned operation that delivers the highest quality Fresh Produce.

Business delivers Fruit & Veg over an area of 250km north coast KZN. During the last year we moved premises in order to keep overheads low and expand the size of the cold-room. The current building has cameras, excellent perimeter security and armed response.

Our clients can place their order for the same day delivery. They can do this via a phone call, WhatsApp, or email. If the clients forget some items, we deliver and have cemented themselves as an outstanding service operation. Payment terms are standard 30-60 days. We have an "always have stock" policy. If a client orders goods that are not in stock, we source it and deliver. This adds to our already sterling service. We deliver to large Hotels, Hospitals, Lodges, Guesthouses, restaurants, and some private clients all along the North Coast.

This business is ideal for someone looking to own an established and profitable service delivery operation with key personnel already in place and which runs on its own. You can run the business as is or expand it.

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

Our clients can place their order for the same day delivery. They can do this via a phone call, WhatsApp, or email. If the clients forget some items, we deliver and have cemented themselves as an outstanding service operation. Payment terms are standard 30-60 days. We have an "always have stock" policy. If a client orders goods that are not in stock, we source it locally and deliver.

## What Advertising/Marketing is carried out?

None, only branding of vehicles.

## What competition exists?

Local supplier that supplies to Mines, on a small scale.  
Durban suppliers - they have poor service delivery as they are corporate and have little flexibility for customers.

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

Purchase direct from farmers, Find local suppliers to purchase from.

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

3 x Drivers  
1 x Admin/ Orders Clerk  
4 x Assistants/ Processors

## Do any have management potential?

Yes 1 x Driver and admin clerk already manage the day to day running of the business.

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

We set the pricing for the week ahead, run admin function and follow up with debtors - approx 2 hours a day.

## When does the current lease end?

30/06/2026

## What are the trading hours?

7am to 4pm

## What are the main assets of the business?

Vehicles, Cold Room

## Strengths?

Excellent Service  
Large operating area  
High quality standards  
Short turnaround time for orders

## Weaknesses?

Buying power is not as good as it could be, with increased volumes we could get better pricing at the market.

## Opportunities?

Delivery service to rural areas  
Market to more hotels & Hospitals  
Market to local mines/ catering companies

## Threats?

Some Fruit and Veg also operates in the same area but on a much smaller scale.  
Some Durban companies attempting to supply but the distance makes their service much slower and less reliable.

## What is the reason for the sale?

We have other business interests closer to where we live that are requiring more of our time.