

business
for sale



Date: **27th November 2024**
Business Reference: **36280**

About the Business:

Niche Hunting and Bush Experience Business. Growth. Profitable. Pretoria North.

This business supplies hunting rifles, hand guns and many accessories needed for the sport including equipment such as binoculars and night vision equipment. Security items such as pepper spray and tazers and tactical equipment are also sold. Niche, growing business.

Niche Hunting and Bush Experience Business. Growth. Profitable. Pretoria North.



Sector: **Retail**

Asking Price:

R 700,000

Monthly Profit:

R 35,737

Asset Value:

R 172,000

Stock Value:

R 300,000

Yearly Net Profit :

R 428,843



Business Report

Fully describe the business's activities?

Retailer and supplier of guns, rifles, hunting equipment, binocular, torches, security supplies, pepper spray, tactical gear, night vision equipment.

How does the business operate on a daily basis?

The business has a manager who opens and closes the store each day and there is a Sales Assistant in the store as well. The owner controls procurement.

How are the clients attracted to the business?

Social Media including FaceBook and Tik Tok. Google Ads as well as the local newspapers are also utilised. There is also a website.

What competition exists?

None close by. Niche market.

What are the seasonal trends?

It is very busy during hunting season: June and July and over the festive season: December and January. The business trades well during the other months as well

Are there up-to-date Management Accounts available?

Yes there are up-to-date management accounts.

What percentage of the business is cash/credit?

90% of revenue is by card. 10% is cash.

How could the profitability of the business be improved?

Stocking a hunting clothing range and other hunting apparel and boots etc will increase sales. Linking up with or running a shooting range will boost business tremendously.

What is the total staff complement?

There are 3 x employees. 1 x Manager and 2 x Sales Assistants.

Do any have management potential?

There is a manager in place and one of the sales people is in training to become a manager.

How involved is the Owner in running the business?

About 50% of the time but mostly off-site.

When does the current lease end?

The lease ends in July 2028.

What are the trading hours?

Monday to Friday: 9.00 am to 5.30 pm. Saturday: 9.00 am to 3.00 pm. Sunday: 9.00 am to 12.00 noon.

What are the main assets of the business?

Shop fittings, Safe, Office Furniture, 2 x TV's for Promotions, 2 x computers for P.O.S. Inverter and battery system back-up for load shedding.

Are any items not included in the sale?

1 x TV in the Office.

Strengths?

Niche market, Knowledge of staff, good suppliers. Good location. Growth potential is excellent.

Weaknesses?

Not enough marketing is done.

Opportunities?

Start stocking hunters clothing ranges, boots and apparel etc. Kids toys related to hunting. Link up with or start a shooting range - there is a need for this.

Threats?

Normal economic conditions but the consumers in this niche market do not appear to be badly affected by the economy.

What is the reason for the sale?

The owners wish to relocate.