



Date: **3rd July 2024**

Business Reference: **36548**

About the Business:

## **Work from home: Online headshop selling range of smoking paraphernalia**

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Online headshop selling range of smoking paraphernalia including pipes, bongs, grinders, dab rigs, smoking accessories and more. This business can be operated from anywhere in SA is owner run and operated The price represents the stock mostly because the owner isn't actively operating the business

# Work from home: Online headshop selling range of smoking paraphernalia



Sector: **Services**

Asking Price:

**R 30,000**

Monthly Profit:

**R 3,341**

Asset Value:

**R 39,992**

Stock Value:

**R 300,000**

Yearly Net Profit :

**R 40,094**



# Business Report

## Fully describe the business's activities?

This is an online cannabis paraphernalia business selling a wide range of smoking paraphernalia including pipes, bongs, grinders, dab rigs, smoking accessories and more.

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

Sales take place on the Website, Takelot and (Bobshop) Bidorbuy

An admin person will pack parcels and have the courier pick up and answer customer queries via phone, email or chat.

## What Advertising/Marketing is carried out?

Nothing presently.

## What competition exists?

A few other newer Online headshops

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

The marketing of the business has in recent times been severely neglected due to business owner focus on other ventures.

Social Media Marketing, Influencer Marketing, Renewed SEO, Pop up stores and also adding additional product lines like Vapes, CBD products etc.

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

The owner has not been involved which is the reason for sale. An involved owner could easily improve the profit

## When does the current lease end?

No Lease. Work from home if ample storage is available

## What are the trading hours?

Generally, 9am to 4pm. However, it's not fixed as an owner operator can manage the business from the Shopify app if necessary and do parcel packing once a day or every other day if need be.

## What are the main assets of the business?

Established Brand  
Popup store  
Special Shopify Licence that does not require percentage per sale (These Shopify licences does not exist anymore)  
Paid Shopify Theme  
Storage containers and shelving

## Strengths?

Established Brand  
High Growth Industry  
The marketing of the store has been severely neglected and therefore offers a terrific opportunity to increase profitability  
The Shopify store is that it is unique and was introduced in SA years ago where there's no transaction fees per transaction which is very rare

## Weaknesses?

Neglected Marketing  
Neglected Social Accounts

## Opportunities?

Many products line expansion opportunities  
Selling on Amazon as well  
Revamping social media presence  
Pop up stores  
General Marketing enhancements

## Threats?

Other online Headshops

## What is the reason for the sale?

Owner wants to focus on other sources of revenue and don't have the time to spend on this business