



Date: **22nd November 2024**
Business Reference: **36548**

About the Business:

Work from home: Online headshop selling range of smoking paraphernalia

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 Seller will consider selling a majority share of the business instead of 100%

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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