

business
for sale



Date: **21st November 2024**
Business Reference: **37013**

About the Business:

Retailer of kitchenware, cake decorations and season decorations

Beautiful cake and season decorations and kitchenware.

Retailer of kitchenware, cake decorations and season decorations



Sector: **Retail**

Asking Price:

R 1,000

Monthly Profit:

R 41,588

Asset Value:

R 436,289

Stock Value:

R 1,100,000

Yearly Net Profit :

R 499,052



Business Report

Fully describe the business's activities?

The business specializes in Kitchenware, Bakeware & Cake Decorating equipment all year round, along with related homeware items. The homeware component further includes seasonal emphasis on related decor items for both Easter and Christmas.

The business aims to provide various products by offering the customers different variants, brands, etc - thereby providing the consumer with choices. The business model has always worked hard to provide customers with quality products not typically offered by chain stores and competitor franchise stores.

How does the business operate on a daily basis?

Staff are empowered to be independent and forward thinking - they engage in all daily operations of servicing our customers.

The owner assumes responsibility for overall operations, procurement, accounts, HR.

What Advertising/Marketing is carried out?

Advertising and marketing is primarily done by the mall

Internally, marketing and communication is done via FB and Instagram

What competition exists?

Yuppiechef

Kitchenique in Woodmead

Home ETC

@ Home

Woolworths homeware

Boardmans

How could the profitability of the business be improved?

Lower overheads, specifically rent

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

4 staff work alternate days due to long trading hours - ie one group is Monday, Wednesday, Friday ; other group is Tuesday, Thursday.

All staff work 3 weekend days in the month - alternated between Saturdays & Sundays

Functions performed include unpacking stock when it arrives, marking, merchandising, serving customers, cashier tasks, day end. stock checks, etc

Do any have management potential?

Yes, one who does play a dominant role and works 6 days per week ... 4 in the store and 2 remotely

How involved is the Owner in running the business?

Hands on - handles all accounting, human resources, procurement, etc

When does the current lease end?

End June 2025

What are the trading hours?

Monday to Thursday 9am to 7pm

Friday & Saturday 9am to 8pm

Sunday 9am to 6pm

What are the main assets of the business?

Furniture & fittings which include computers and associated hardware & software

Strengths?

Speicality items are offered. Staff are knowledgeable and able to assist customers on their specific requirements - customers are not left to buy what they see. The principally four aspects of the business - Cake Decorating,

Kitchenware, Bakeware and Homeware provide a unique offering of specialty items

Weaknesses?

High rent in a major mall where foot count has declined since COVID
Small space which limits display possibilities
No electrical appliances

Opportunities?

Business can be expanded to offer electrical appliances and the like.
For many, it is a destination store due to the variety of specialty tools and gadgets available. The varied choice offered of the items also separates the business from its competitors.

Threats?

Relocation
Diminishing foot count in large malls

What is the reason for the sale?

High OPEX
Purchase of new business & associated relocation