

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

# BUSINESS REPORT

Date: **23rd May 2025**

Business Reference: **36989**

About the Business:

**Swimwear and related equipment specialist shop**

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# Swimwear and related equipment specialist shop



Sector: **Retail**

Asking Price:

R **1,400,000**

Monthly Profit:

R **58,313**

Asset Value:

R 176,401

Stock Value:

R 1,254,751

Yearly Net Profit :

R 699,758



# Business Report

## Fully describe the business's activities?

This is a well-established destination store Swimwear and equipment specialist. Selling a wide range of equipment including training aids, swimwear and accessories, the shop caters to the full spectrum of swimmers' needs from Learn to Swim, Leisure, Aquacise and to Elite Competitive Swimmers. Over the years all these ranges have grown exponentially to include top Local and International brands. A true Destination Store where we have succeeded in crafting an environment that distinguishes it as more than just a place of commerce - but sought after for its unique offerings, great advice and exceptional service. Quality, durability and service has always been a cornerstone of the business.

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

It is a retail outlet in a convenience shopping centre in a dominant retail node in Durban, trading 09:00 – 17:00 Monday to Friday and 09:00-13:00 on Saturdays, Sundays and selected public holidays.

Income Flows

- Retail Shop
- Full e-commerce website
- Telephonic orders
- Event Vending

## What Advertising/Marketing is carried out?

Facebook, Instagram, TikTok and Fliers.

## What competition exists?

There are a few individuals who sell some of the same products from their homes, this shop is a one-of-a-kind bricks and mortar retailer in South Africa.

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

By increasing the presence on social media. eCommerce has increased by 43% in 2022, 14% in 2023 and by 20% in the current year to date (March to July 2024).

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

One lady in the shop with 12 years' experience in the current shop and a new lady who is fully trained. Supported by the owner's 24 years of experience in the industry.

### Do any have management potential?

Yes.

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

Purchasing of stock, account paying, website management, social media and assisting in store during peak periods.

### When does the current lease end?

28 February 2026.

### What are the trading hours?

Monday – Friday 09:00-17:00  
Saturdays, Sundays and certain public holidays 09:00-13:00

### What are the main assets of the business?

Computers scanners, receipt printer, barcode printer, stock take scanner, 2 gazebos a trailer, pop-up shop rails, etc. A full asset list is available.

### Strengths?

This business has no real competition to speak of, except for minor operators who usually sell a few products from their homes.

They have built up a solid reputation with all types of swimmers; from learners to leisure to Aquasize to Elite. They provide quality products, coupled with great advice and exceptional service.

### Weaknesses?

Seasonal business and needs to be planned for.

### Opportunities?

This business lends itself to franchising.

### Threats?

Unfair competition from some suppliers who have their own websites and trade on Takealot, but the current owner has worked around this.

### What is the reason for the sale?

The owner has experienced ill-health and wants to retire.