



Date: **27th December 2024**

Business Reference: **37055**

About the Business:

## **Specialists in draping, fairy lights, naked bulbs and chandeliers in the styling of events.**

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They supply all the drapery in your color scheme & theme and set up your venue to your exact specification with wall and roof drapes, fairy lights, naked bulbs and chandeliers. : Should they not have your required item in stock, they are equipped to manufacture to your specific needs ensuring your expectations and deadlines are met.

# Specialists in draping, fairy lights, naked bulbs and chandeliers in the styling of events.



Sector: **Services**

Asking Price:

**R 2,200,000**

Monthly Profit:

**R 81,386**

Asset Value:

**R 900,000**

Stock Value:

**R 0**

Yearly Net Profit :

**R 976,629**



# Business Report

## Fully describe the business's activities?

The business specialises in the styling of venues with draping, fairy lights, naked bulbs and chandeliers to enhance it for special events.

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

Daily activities revolves around venue styling through draping, fairy lights, naked bulbs, letter lights, etc

## What Advertising/Marketing is carried out?

Social Media platforms, word of mouth, industry preferred suppliers

## What competition exists?

Their unique expertise and designs limits the competition with them being trend setters in the industry.

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

Definitely by expansion, however we have limited this, but the demand for our service rises daily. We turn work away because of our limited infrastructure.

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

The two owners do all the administrative functions.  
Employees are all general workers who have been with the business for up to 16 years.

## Do any have management potential?

No

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

The owners are fully involved.

## When does the current lease end?

Open lease with no expiration date however one month notice period

## What are the trading hours?

Demand based hours

## What are the main assets of the business?

All the equipment used to decorate venues.  
A full list is available.

## Strengths?

Best in business, Literally.  
Innovative, trending.  
Completely in demand. Market Leaders

## Weaknesses?

Inability to continue to expand due to exhaustion and health of main driving force. Owners want to do something less demanding and more passive

## Opportunities?

Countless. Willing to subcontract strictly to new owners as a relief if required as an option.

## Threats?

None comes to mind as we are the market leaders in our trade.

## What is the reason for the sale?

The owners are unable to keep up with the demand and growth of the business and wish to pursue a more passive lifestyle.