



BUSINESS REPORT

Date: **9th February 2026**
Business Reference: **37447**

About the Business:

Attractive paint specialist franchise business

A sellable, well positioned business , lots of parking with a strong buyers appeal. Wide variety stock on hand.

Attractive paint specialist franchise business



Sector: **Retail**

Asking Price:

R **2,000,000**

Monthly Profit:

R **65,433**

Asset Value:

R **300,000**

Stock Value:

R **1,920,000**

Yearly Net Profit :

R **785,198**



Business Report

Fully describe the business's activities?

The business specialize in retailing quality paint, waterproofing, and wood treatment products. Services include expert paint advice, tinting, color matching, onsite consultations, and professional quoting. They assist with product selection, offer delivery, and handle sales negotiations for both residential and commercial clients. The goal is to provide reliable solutions, tailored support, and excellent service for every project.

How does the business operate on a daily basis?

Stock levels are checked regularly to ensure adequate supply and placing orders as needed. Staff assist customers with product advice and service, particularly in selling paint and related items. Emails are checked regularly to respond to inquiries, prepare quotes, and schedule possible deliveries. Orders are prepared for collection or dispatch. At the end of the day, the team performs cash-up procedures to reconcile sales.

What Advertising/Marketing is carried out?

Google Business, Google Advert Campaign , Facebook
BNI Business Group Membership
Free Promotional Gifts to customers spending above R250
3 x Directional Signage on main road and Marketing Signage on 2 nearby roads

What competition exists?

Yes there are: Builders Warehouse, Dulux Trade and Universal Paints

How could the profitability of the business be improved?

Economic stability
Contractor Management

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

Owner - 15 years
General manager - 9 years
Sales Representative no1 - 11 years
Sales Representative no2 - 15 years
Cleaner - 15 years

Do any have management potential?

No

How involved is the Owner in running the business?

100% involved in the business

When does the current lease end?

28 February 2026

What are the trading hours?

Mon-Fri - 08:00 to 17:00
Sat - 08:00 to 14:00
Sun - Closed
Public Holidays - 09:00 - 13:00

What are the main assets of the business?

Two tinting equipment units, three paint shakers, six computers, three display stands, three branded stands, one till counter, one microwave, one scanner, two printers, one label printer, and three fans are included. Additionally, the business has office furniture, a POS Ulti sales system, shop shelving with spare shelving, trolleys, plungers, cleaning equipment, a roller shutter gate, an inverter and battery system, four certified fire extinguishers, an on-site drop-in safe, and a complete security and camera system with both software and hardware.

Strengths?

Well established business with a franchise which has been around for 80 years
Expert advise
Value for Money products offered
Excellent Parking space

Weaknesses?

Low percentage of walk-in customers

Opportunities?

Close relationship with a big contracting companies to be explore

Threats?

South African Economy

What is the reason for the sale?

Retirement and moving to another province