



# BUSINESS REPORT

Date: **31st July 2025**

Business Reference: **37124**

About the Business:

## Water Purification Store

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This business is your one stop shop for all your water requirements . Filtration systems , filtered water , borehole installations and more . This is a very well run franchise store that has a very capable manager . New owner can choose how much time they would like to spend at the premises .

# Water Purification Store



Sector: **Retail**

Asking Price:

**R 1,600,000**

Monthly Profit:

**R 52,975**

Asset Value:

**R 1,003,412**

Stock Value:

**R 200,000**

Yearly Net Profit :

**R 635,697**



# Business Report

## Fully describe the business's activities?

Water refilling and selling - purified, magnesium enriched and alkaline  
Selling of Reverse Osmosis and Purifying Systems  
Selling of replacement filters for the above  
Selling and renting water coolers as well as the servicing thereof.  
Fitment of filtration systems for boreholes  
Selling of filters and media for the above

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

Customers will either come into the store and purchase the goods required or call the store for assistance on goods required.

## What Advertising/Marketing is carried out?

Social Media Local  
Franchisor advertises nationally

## What competition exists?

Reverse osmosis sales in supermarkets

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

Exposure to schools in the area  
Actively marketing cooler rental and water deliveries to businesses

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

Shop Assistant 1 year  
Technician/driver 5 years  
Front office manager 2 years  
Back office manager 5 years

### Do any have management potential?

There is a manager in place

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

One of 3 owners runs the business finances on a daily basis , but does have a manager in place.

### When does the current lease end?

30 November 2025

### What are the trading hours?

Mon to Friday 9h00 to 18h00  
Saturday 08h00 to 17h00  
Sunday and public holidays 09h00 to 15h00

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

Filtration system  
Shop fitting  
POS system  
Laptop

### Strengths?

Supply water when water outages occur  
Supply and maintain water filtration due to suspect quality of municipal water.  
Water is the sauce of LIFE.

### Weaknesses?

Dependant on municipal supply

## Opportunities?

Supply businesses and schools with purified water and filtration systems

## Threats?

Cheap reverse osmosis water sold by supermarkets

## What is the reason for the sale?

Part owner and manager involved in business will retire