

business
for sale



Date: **5th March 2025**

Business Reference: **37009**

About the Business:

NEW ONLINE BUSINESS

A fully developed e-commerce platform tailored to a specific niche, built to disrupt its market with initial seller partnerships established to gain early momentum. This platform is perfect for a buyer prepared to scale by building a team, onboarding additional sellers, and executing focused marketing strategies. With strong leadership, it holds substantial potential for growth and success. As a remote business, it offers multiple revenue streams and significant opportunities for expansion.

NEW ONLINE BUSINESS



Sector: **Services**

Asking Price:

R 7,600,000

Monthly Profit:

R 1

Asset Value:

R 1

Stock Value:

R 0

Yearly Net Profit :

R 1



Business Report

Fully describe the business's activities?

This user-friendly platform allows individuals and businesses to promote their equipment, property and services for hire. Opportunity exists for the expansion into other avenues.

This platform has been developed but is not live yet. Several individuals have already agreed to interact with the platform.

Revenue streams include:

- Commission
- Online ad revenue
- Sponsored deal features
- Customer subscription options

How does the business operate on a daily basis?

A small team would operate remotely. There is currently 2 individuals involved with running the platform.

What Advertising/Marketing is carried out?

Little Advertising and Marketing.

What competition exists?

Competition:

- Daddy's Deals,
- Hyperli
- Wikideals.

These platforms are doing very well but lack access to a deals platform in the hiring sector.

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

1 x Customer Service (Chat and email) - Starting off with 1x for 3 months and 2x until year end

2 x Marketing (Growth Marketing, Content & SEO Specialist) - Starting off with 1x for 6 months and 2x until year end

1 x Tech (Managing deals, overall maintenance) - from July

2 x Sales (Onboarding sellers, seller retention) - Starting off with 1x for 6 months and 2x until year end

How involved is the Owner in running the business?

Owner is currently managing the platform, marketing and onboarding.

Opportunity for new owner to create small team and delegate roles and responsibilities.

Strengths?

Unique Market Positioning

1. The only platform focused exclusively on hire services, differentiating it from competitors.
2. Established Partnerships with an all time low 8% commission structure: Initial collaborations with recognized companies like Talisman Hire and Capital Car Hire provide credibility and help in gaining traction.
3. Diverse Revenue Channels: Multiple revenue streams, including commission on sales, online ad revenue, sponsored features, and subscription options, enhancing financial resilience.
4. Fully Developed Platform: A functional e-commerce site ready for operation, reducing the time to market and associated development costs.
5. Brand Assets: Ownership of professional branding elements (logo, jingle, email, domain) aids in building brand recognition and trust.
6. Social Media Presence: Existing social media pages eligible for verification, facilitating easier brand visibility and engagement.

Weaknesses?

1. No Existing Revenue: The platform is still in the startup phase with no proven revenue.
2. Limited Brand Recognition: As a new entrant in the market, brand awareness may initially be low compared to established competitors.
3. Dependency on Partnerships: Reliance on initial seller partnerships may pose risks if those relationships don't translate into sustained sales or if partners underperform.

Opportunities?

1. **Growing Demand for Hire Services:** Increasing consumer interest in budget-friendly hire options for events and activities can drive platform growth.
2. **Expansion Potential:** Opportunities to expand partnerships with more hire service providers, enhancing offerings and customer choices.
3. **Market Disruption:** Potential to disrupt the traditional hire services market by offering a centralized, user-friendly platform that caters to budget-conscious consumers. (Especially in South Africa)
4. **Technological Advancements:** Leverage technology for improved user experience, personalized recommendations, and efficient transaction processing.
5. **Rising Trend of Online Shopping:** Increased consumer preference for online shopping leads to higher adoption of the platform.

Threats?

1. **Market Saturation:** As more players enter the hire services market, distinguishing Hire Deals may become challenging.
2. **Economic Factors:** Economic downturns may affect consumer spending on non-essential services, impacting overall sales.
3. **Changing Consumer Preferences:** Shifts in consumer behavior or preferences for different types of services could affect demand for hire services.
4. **Regulatory Risks:** Potential changes in regulations affecting e-commerce and hire services could impact operations.

What is the reason for the sale?

Owner seeking new venture.