



BUSINESS REPORT

Date: **1st June 2025**

Business Reference: **37084**

About the Business:

Garden Route based business, focus on promotional activities especially within the retail space.

Well established Promotional Company offering: - Brand Launches - In-store promotions - Product Launches - Golf Day management and promotional activities. - Event co-ordination - Award Ceremonies and Gala Red Carpet Events. Based in the Garden Route and with Blue Chip clients, especially within the

Liquor Industry, High Profile Brands! Ideal business for an energetic type go-getter who enjoys the hype and action that promotional activities generate.

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Sector: **Services**

Asking Price:

R 1,200,000

Monthly Profit:

R 40,620

Asset Value:

R 104,000

Stock Value:

R 5,000

Yearly Net Profit :

R 487,442



Business Report

Fully describe the business's activities?

An events and promotional company based in George and handling the wider Garden Route area. Promotional activities such as golf days, new product launches, instore promotions etc.

How does the business operate on a daily basis?

The Owner oversees all aspects of the business from client liaison to placing and training of promoters. They also specialise in managing "Red Carpet" events such as beauty competitions, gala dinners etc.

What Advertising/Marketing is carried out?

They have an extremely strong media presence, as well as many referrals by word and mouth from the functions that they hold

What competition exists?

There is local competition, but predominately in different market segments.

How could the profitability of the business be improved?

There is an opportunity to increase the business offering by managing functions in their entirety rather than just the promotional aspects.
A new Owner may be in a better position to increase the client base which the current Owner cannot do due to family commitments.
The business also lends itself to handling more functions such as 21st birthdays, weddings etc.

How involved is the Owner in running the business?

The Owner is fully involved on a daily basis in an operational capacity.

When does the current lease end?

Currently they make use of 2 small storage units at a cost of R2,400 per month. Ideally an area the size of around 50 to 80 square meters would be ideal.

What are the trading hours?

As required by the business.

What are the main assets of the business?

The vehicle and the promotional equipment contribute the most part of the asset base. Also included is a 360' photo booth and the laptop with all the related IP.

Strengths?

The business is known for their service delivery by a number of the major players in the liquor industry. They are also well known for their ability to manage golf days promos as well as gala events.

Weaknesses?

The main weakness with this business is that it can be extremely demanding at peak periods which can make intensive demands on the staff resources.

Opportunities?

Increase the range offering.
Look at additional promotions opportunities such as wedding events, matric dances, 21st etc.

Threats?

There are no known threats to this business.

What is the reason for the sale?

The Owner has increasing family commitments and as such needs to relinquish this business after many years of successful trading

Why is this a good business?

This is an excellent business for a highly motivated go-getter type who enjoys interacting with clients and staff, and has very strong organisational skills.

The business can be up-scaled by somebody with drive and marketing skills who is highly motivated.

A passion for customer satisfaction is a strong advantage and will contribute to growth.