



BUSINESS REPORT

Date: **2nd June 2025**

Business Reference: **37130**

About the Business:

WORK FROM HOME - Well established business !

This well-established work-from-home business sells bespoke customized gifts to its clients. Simple, work-from-home business model.

WORK FROM HOME - Well established business !



Sector: **Retail**

Asking Price:

R 670,000

Monthly Profit:

R 29,965

Asset Value:

R 20,500

Stock Value:

R 20,000

Yearly Net Profit :

R 359,580



Business Report

Fully describe the business's activities?

This business is selling bespoke gifts to a regular client base. Excellent product !

How long has the owner had the business?

The current owners purchased the business in 2022

How does the business operate on a daily basis?

The owner responds to clients who email or put in an order online.
Customizing the product involves a lot of correspondence via email and WhatsApp.
Once the design is completed, the owner manufactures and then ships the product to the client.

How are the clients attracted to the business?

Facebook marketing, mass emails and whatsapp messages to clients and groups, bring in regular orders.

What competition exists?

There are other small gift shops also selling the product but they are the biggest in South Africa.

How could the profitability of the business be improved?

Advertising more

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

Single owner and operator of business

What are the trading hours?

This is a work from home business, 08:00 - 17:00

What are the main assets of the business?

Manufacturing equipment (Printer, table, laptop, drying rack)

Strengths?

Unique product
Effective manufacturing process
Large following on social media

Weaknesses?

Stock procurement and availability, especially over peak period

Opportunities?

Scaling of business

Threats?

New competition

What is the reason for the sale?

As a small company operating from home the seller has two children which requires more attention which affects running the business effectively.