

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **8th June 2025**

Business Reference: **BFS11172**

About the Business:

## Exceptional liquor store in the heart of the Cape Winelands

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The owner of this liquor store is an extraordinary entrepreneur and took this liquor store and turned it into a very profitable business with a dedicated client base which is very important in this wine area renowned for excellent wine farms.

# Exceptional liquor store in the heart of the Cape Winelands



Sector: **Retail**

Asking Price:

**R 6,900,000**

Monthly Profit:

**R 162,500**

Asset Value:

**R 0**

Stock Value:

**R 2,000,000**

Yearly Net Profit :

**R 1,950,000**



# Business Report

## Background and History

The liquor store started in 2010 and is renowned in the town and adjacent towns as having exceptional service, also due to the fact that this store delivers liquor to adjacent towns weekly

Clever marketing is used to advertise specials in the liquor store coinciding with the season ie Easter/Xmas etc

These specials are very competitive regarding the prices offered and very well supported by the local community

Private liquor stores must be competitive to national supermarkets who advertise liquor at very low prices- but this specific liquor store present liquor prices in line with the national supermarkets

The reason for selling is that the owner wants to pursue other business opportunities- but the staff in the liquor store are all well trained and assist clients very professionally

## Products and Services

All products related to a liquor store

## Financials and Forecasts

Annual turnover R42,284,885

Gross profit R4,041,073 - 9,58%

NP (EBITDA)- R1,95 mill - 4,6%

## Reason for Sale

Owner wants to pursue other business opportunities