

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

BUSINESS REPORT

Date: **30th July 2025**

Business Reference: **37232**

About the Business:

Floral "pictures"

Fresh flowers from special occasions (weddings, memorials, birthdays etc.) are preserved (traditional flower pressing) and framed as a keepsake and/or botanical art. The business's branding includes "From flowers to forever" and "Botanical art made by memories"

Floral "pictures"



Sector: **Services**

Asking Price:

R **550,000**

Monthly Profit:

R **19,249**

Asset Value:

R **115,006**

Stock Value:

R **15,000**

Yearly Net Profit :

R **230,982**



Business Report

Fully describe the business's activities?

This unique business manufactures a floral record (botanical art / floral keepsake) of flowers for a special occasion such as a wedding, memorial, birthday, etc.

The fresh flowers are delivered to the studio. Then they are preserved (traditional flower pressing). The preserved flowers are then worked into a custom-made frame for the client to cherish as a keepsake in the form of timeless botanical art.

The business speaks of "From flowers to forever" and "Botanical art made by memories"

How does the business operate on a daily basis?

The owner has been operating the business as a part-time job from home in a very flexible manner. Clients have their fresh flowers delivered to the home studio or sent to the nearest postnet. All flower preservation is done in the studio. The frames are manufactured off-site and only sealed in the studio. A courier then collects the completed frame and delivers it to the client.

What Advertising/Marketing is carried out?

Social media and Website

What competition exists?

There is only one other business in South Africa that does something similar (based in Cape Town) - however, they mostly focus on floral workshops, but do also do framing of preserved flowers

How could the profitability of the business be improved?

There is a large scope for this business to be scaled with additional products (flower presses & other) with creative "workshops" for events such as business team building / bridal showers and much more (this is high demand) as well as within the wedding / funeral industry (keepsakes) as well as the interior design industry (botanical art for lodges, etc.)

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

The staff lady assists the owner in preserving all the flowers and preparing them for framing.

Do any have management potential?

Not necessary at this stage

How involved is the Owner in running the business?

The owner is very involved in the entire process of advertising, securing orders, the production of the product and the framing. All orders are managed by the owner.

When does the current lease end?

There is a studio on the owner's property, so there is no lease.

What are the trading hours?

0800 TO 1600 hours Monday to Friday.

What are the main assets of the business?

The main assets are the work stations, the air conditioner (flowers require a cool temperature).and the securing of the flowers required. Value of Assets is R5000.00

Strengths?

This is a unique and creative business that is increasing in popularity in the wedding market especially. As the business grows, which it is currently doing, development and expansion can take place.

Weaknesses?

Contracts with Wedding Planners, photographers, florists and venues should be a developmental strategy when the business wants to expand. At the moment business is secured via social media and website responses. There is also word of mouth referrals.

Opportunities?

Expansion strategies will enhance the business profile and success. There is massive scope for this business to expand and continue in the growth phase.

Threats?

None perceived.

What is the reason for the sale?

The owner is wanting to join her husband in the ministry and wishes to sell.