

**business**  
for sale

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: **2nd June 2025**

Business Reference: **35391**

About the Business:

## **NEGOTIABLE: Online business with effective weight loss programs and services**

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The business is run 100% online offering both physical and digital weight loss products and services.

# NEGOTIABLE: Online business with effective weight loss programs and services



Sector: **Services**

Asking Price:

**R 1,960,000**

Monthly Profit:

**R 71,425**

Asset Value:

**R 31,449**

Stock Value:

**R 40,000**

Yearly Net Profit :

**R 857,098**



# Business Report

## Fully describe the business's activities?

### Key Highlights

This is an emerging digital venture in the Health and Wellness sector, capitalises on the growing demand for wellness and personal care products through its e-commerce platform. Established as a primary player in online retail, the company emphasises both product quality and customer experience to stay competitive. At its core, they are driven by a dual revenue model: e-commerce sales and direct shipping. Utilising an efficient technological infrastructure, the brand manages seamless transactions and logistics.

### Operations

The company primarily operates through its digital storefront, powered by Shopify, which provides a comprehensive platform for managing inventory, orders, and customer interactions. This robust e-commerce channel is further supported by a strategic direct ship model, which allows products to be shipped directly from suppliers to customers. This approach not only reduces inventory costs but also enhances delivery efficiency, benefiting both the company and its clientele.

The brand employs a targeted marketing strategy to attract a broad demographic interested in health and wellness products. By leveraging social media and digital advertising, they effectively expand the market reach. Additionally, partnerships with influencers in the wellness industry amplify brand visibility and drive traffic to their online store. These multifaceted operations ensure a steady stream of revenue and position them as a dynamic entity in the competitive health and wellness market.

### Technology

At the technological helm are key platforms that integrate seamlessly to support its e-commerce and direct shipping operations. Google Analytics serves as a vital tool for the company, offering detailed insights into customer behaviour, online traffic, and sales trends. These analytics inform strategic decisions regarding marketing efforts and inventory management.

Shopify, as the backbone of their e-commerce operations, ensures efficient management of their online store, boasting features that aid in payment processing, product syncing, and order tracking. Complementing these platforms is Xero, a cloud-based accountancy software that handles financial records, invoicing, and compliance. Together, these technologies create a cohesive infrastructure that drives the business growth and adaptability in a fast-paced digital marketplace.

## How does the business operate on a daily basis?

### Customer Engagement & Community Support

- Engaging with the online community (App & Socials) to answer questions, provide motivation, and support members.
- Posting daily encouragement, transformation stories, and challenges to keep members engaged.
- Responding to inquiries via email, social media, and chat support.
- Assisting members with technical issues, program guidance, and product questions.

### Program & Content Management

- Running the Fat Loss Challenges
- Managing start dates, participant onboarding, and engagement during challenge periods.
- Sending daily or weekly reminders, motivation, and progress tracking tools.
- Ensuring all program materials (meal plans, movement guides, PDFs) are up-to-date and accessible.
- Refreshing digital content and answering member FAQs.

### E-Commerce & Product Fulfilment

- Processing and ship orders from Shopify
- Tracking inventory levels and reordering stock as needed.

### Marketing & Sales Tracking:

- Monitoring daily sales performance of products and programs.
- Running ads, email campaigns, and social media promotions to drive sales.
- Reviewing customer feedback on products to improve offerings.

### Business Operations & Growth

- Reviewing metrics like customer retention, engagement rates, and conversion rates.
- Adjusting marketing strategies based on what's working.
- Developing new digital products, challenges, or collaborations.
- Collaborating with wellness influencers or coaches for brand awareness.
- Arranging sponsored content, testimonials, and affiliate programs.

### Summary: A Streamlined Yet High-Touch Business Model

- Community & Coaching: Engaging daily with members for support & accountability.
- E-Commerce Operations: Processing & shipping wellness products efficiently.
- Marketing & Content: Driving growth through digital content, ads & social media.
- Program Management: Running the challenge cycles and updating resources.
- Business Strategy: Tracking data, improving offerings, and scaling the brand.

## What Advertising/Marketing is carried out?

- Social Media Platforms – Total 100K (organic traffic)
- Facebook Advertising
- Google Advertising
- Email Marketing 28 000+ subscribers
- UGC & Content Creators
- Word of mouth / Testimonials

## What competition exists?

There are many diverse types of weight loss businesses in South Africa:

- Nutrition coaches
- Dietitians
- Weight loss centers
- Nutrition influencers
- Group coaching programs

## How could the profitability of the business be improved?

Since its launch in 2017, they have steadily developed into a viable business entity, demonstrating resilience and agility in the Health and Wellness sector. The adoption of e-commerce and direct shipping models has proven financially beneficial, allowing the company to maintain a healthy balance sheet with reduced overhead costs. By continuously evolving its product lineup while adhering to a customer-centric approach, they have cultivated a thriving business model poised for long-term success. Future forecasts suggest continued growth as the demand for online health and wellness products accelerates, offering promising prospects for further market expansion.

- Eliminate nonessential expenses
- Increase product / program pricing
- Bring in new fat loss product and programs
- Upsell to current customers
- Offer online weight loss education workshops / events
- Offer an affiliate program to customers (referral / word of mouth)
- Get agents in other countries to sell and supply - Go international
- Sell and supply beauty salons / Dr offices / chemists nationwide - In store purchase
- Offer high ticket one on one / group coaching services
- Bring in weight loss coaches who sell under the brand (Franchise)
- Expand market to men, teen, and pregnancy nutrition programs (business has a concept and program for Men)
- Expand market to branded foods, readymade meals, and supplements
- Expand market to exercise programs, gear, and events
- Expand market to life coaching and accountability
- Increase Facebook / Google ad spend
- Onboard a brand ambassador/ personality/ celebrity / influencer

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

Run by Owner for last 11 years- However the business does have independent contractors such as marketing agencies, brand manager and social media agency.

Roles and responsibilities include:

- Strategic planning
- Branding and design
- Financials (budgets)
- Web design and maintenance
- Daily operations (process orders, general admin etc)
- Customer service (coaching and enquiries)
- Social media management
- Program development and maintenance
- Oversea service providers

## How involved is the Owner in running the business?

100% involved

## When does the current lease end?

This is a Work from Home business and doesn't lease a premises

## What are the main assets of the business?

HP Laptop

## Strengths?

- Low running costs
- Flexible working environment
- Fantastic reputation
- 11 years of social proof via testimonials, before and afters, reviews etc
- Program and products that work
- Competitive pricing
- Speedy service (deliver within 1-3 days)
- Quality products that work
- Added product value such as resources, coaching, recipes etc
- Large audience on social media platforms
- Unique and modern branding
- Loyal customer base

## Weaknesses?

- Business has outgrown owners' capabilities
- Modest advertising budget
- Lacks long term vision

## Opportunities?

- Onboard a brand ambassador / Influencer / Celebrity
- Work with micro / macro influencers
- Service expansion, such as group / one-on-one coaching, weight loss app: offering access to recipes, accountability, community, shop
- Market expansion - Fitness, health, and wellness
- Product expansion - workout gear, readymade meals, branded food items etc
- Gain attention by offering value such as free workouts, cook with me challenges, coaching sessions etc
- Bring brand into beauty salons and Dr offices (offline)
- Leverage off affiliate/ referral marketing
- Offer an online monthly membership for recurring income

## Threats?

- Increased competition online
- Increasing cost of online advertising
- Increasing cost of products/ transport
- Shift in customer spending habits
- Uncertain economic environment

## What is the reason for the sale?

Owner is selling the business due to lifestyle changes. They would like to spend more time with the children and won't be able to grow and scale the business