



BUSINESS REPORT

Date: **9th May 2025**

Business Reference: **37351**

About the Business:

Easy to run business in high traffic location

Bedding store offering general household bedding and specialised medical endorsed sleep surfaces. Well established in affluent area. A huge opportunity in retail.

Easy to run business in high traffic location

Sector: **Retail**



Asking Price:

R **800,000**

Monthly Profit:

R **36,904**

Asset Value:

R **608,634**

Stock Value:

R **150,000**

Yearly Net Profit :

R **442,845**



Business Report

Fully describe the business's activities?

The business retails beds, headboards, pillows, linen and related bedding requirements to the public. It also wholesales beds, pillows and collateral accessories to the medical fraternity who recommend its sleep products.

How does the business operate on a daily basis?

From a retail perspective, the business stocks a range of quality and affordable bespoke bed sets and accessories which address the comfort needs of all households as well as a range for those requiring therapeutic sleep surfaces under the direction of a medical practitioner.

What Advertising/Marketing is carried out?

Currently the only publicity is word of mouth recommendation and a website presence.

What competition exists?

In the broader neighbourhood there is one other bed store. However, the business for sale carries a range of specialist therapeutic products with little or no competition and other unique bedding brands not generally available in most other bed stores.

How could the profitability of the business be improved?

Profitability could be improved by stimulating demand for the products, such as:

- targeting relevant medical practices for endorsement and recommendation
- increasing the social media presence of the business
- launching an online sales portal and fulfilment service
- mining current and past customer databases
- extending credit terms through an association with a credit provider

employing a dedicated salesperson

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

Both are responsible for sales, administration, stock control, procurement, marketing and finance

Do any have management potential?

N/A

How involved is the Owner in running the business?

Both are totally involved in running the business, working alternate days.

When does the current lease end?

October 2025

What are the trading hours?

Weekdays 9h00 - 18h00

Saturday 9h00 - 17h00

Sunday 9h00 - 16h00

What are the main assets of the business?

Fittings and fixtures

Stock

Brand reputation

Databases

Access to location

Strengths?

Easy to manage and run

Established Medical professional endorsement or referral

Successful track record

Access to databases of proven buyers

Location of store in shopping node

Location of node in affluent neighbourhood

Weaknesses?

Reliant on family to operate
Low online presence

Opportunities?

Exploit marketing opportunities presented by social media
Build relationships with relevant medical practitioners
Establish an online catalogue and fulfilment service
Employ sales focused staff
Develop Linkages to businesses selling collateral products and services

Threats?

General economic conditions
Competitive activity

What is the reason for the sale?

Owner wishes to retire