

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: **23rd May 2025**

Business Reference: **37394**

About the Business:

## Fresh Flower Studio KZN

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Offering fresh-cut flowers, customised and pre-arranged bouquets direct to the public and corporates with an on-line order and delivery facility with an option to collect in-store.

# Fresh Flower Studio KZN



Sector: **Retail**

Asking Price:

R **550,000**

Monthly Profit:

R **18,006**

Asset Value:

R **68,500**

Stock Value:

R **0**

Yearly Net Profit :

R **216,074**



# Business Report

## Fully describe the business's activities?

A full-service florist and décor shop, open 7 days a week, offering fresh flowers daily. Customers can handpick their blooms for a custom-made bouquet prepared in-store, or choose from a selection of beautifully pre-arranged bouquets available on display.

An e-commerce website conveniently allows customers to place orders online for delivery or in-store collection. Both the physical store and online shop feature a curated range of gifting items to complement any occasion.

Specialise in floral arrangements for weddings and events, with flexible options for delivery or collection from the shop.

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

Open 7 days a week and currently with two staff members. Staff rotate their schedules to ensure each works a 5-day week.

On the busiest days—Thursday, Friday, and Saturday—typically both florists are scheduled to be on-site.

Staff handle the daily opening and closing of the store. They are responsible for setting up the shop, maintaining cleanliness, assisting customers, processing payments and orders, and notifying the owner of any special flower requests that need to be ordered.

The owner manages the procurement of general supplies such as stickers, cards, wrapping, gift items, and flowers.

A freelance driver is utilised for deliveries and charge a flat rate for deliveries within an area of operation. For deliveries outside the area of operation, quotation is done accordingly and the driver compensated accordingly.

Flower orders from suppliers are placed via WhatsApp or email, and many suppliers deliver directly to the shop.

When unable to visit the market in person, Uber will occasionally be used to transport flowers.

There are times for up to two weeks the owner is not physically present at the shop. While the business is structured to run smoothly in the owners absence, it is a genuine belief that the business would thrive under an owner who can be more hands-on. Customers love personal interaction, and there are many opportunities to upsell and build strong customer loyalty.

Additionally there are several untapped revenue opportunities that have not been pursued due to time constraints, it is recommend that a future owner aim to be in-store at least 3 to 4 times a week. The business strongly reflects the effort put into it—the more attention and involvement it receives, the higher the turnover. It can certainly operate in the background, but its true potential is realised with active engagement.

## What Advertising/Marketing is carried out?

Social media management is currently outsourced, posting three times a week for a monthly fee of R1,000. These posts automatically go live on Facebook. However, this area has potential for growth through more strategic and frequent posting. Instagram reels are occasionally created, but typically only about once a month.

Through features in local magazine the business has gained valuable exposure, including one cover story, paid advertisements have also been run in local magazine and a local school yearbook.

The e-commerce store is linked to an effective newsletter application that automatically sends pre-designed emails to customers based on their browsing and shopping behaviour.

Additionally, the owner creates and sends targeted email campaigns for key occasions such as Valentine's Day and Mother's Day. Expanding this email marketing—such as sending weekly newsletters—could significantly boost online sales.

Currently, in the process of partnering with an online flower ordering platform.

Through this collaboration, customers will be able to order flowers via the website, with orders forwarded to the business for fulfilment. The online flower ordering platform charges a small commission, which is included in the bouquet price.

## What competition exists?

There are two local florists considered as competitors one in Kloof and one in Hillcrest additionally there is a popular online florist which represents significant competition in the online floral market. A recent partnership with similar online florist portal where customers place orders through their website and the business fulfils them was started at the end of May 2025 (its revenue not yet reflected in the financials)

Grocery stores such as Woolworths and Spar also compete primarily due to convenience. However when comparing product quality and customer service the business offers a far superior experience.

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

Streamline staffing by scheduling only one florist per day instead of having two florists on Thursdays, Fridays and Saturdays.

If the new owner is unable to be present at the shop for at least half a day it is recommended to hire a sales person on a commission basis to support sales and customer engagement.

Increasing social media activity is essential—more frequent posts, regular Instagram reels, and stories will help boost visibility. Implementing weekly newsletters and promotional campaigns will drive online sales and raise awareness about the business.

Customers love to stay informed about the business and the services offered, which can be efficiently managed through the existing newsletter app linked to the website.

The gifting segment of the business, as well as weddings and event florals, have not been actively marketed and represent significant opportunities for growth.

It is suggested to reach out to local businesses and car dealerships to establish contract work, such as weekly flower deliveries. Additionally, promoting the flower subscription service more aggressively could attract new customers; some clients have

expressed interest in weekly floral deliveries placed inside their homes, such as in the kitchen or bedroom.

Partnering with local schools for special occasion flowers—Valentine's Day, Mother's Day, dance corsages, end-of-year gifts for teachers, etc.—is another untapped market.

Finally, hosting floral workshops for customers offers a valuable engagement opportunity, two workshops have been held so far, both of which were very successful and could be expanded under new ownership.

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

Both Florists have been with the business since it was taken over two years ago. It is believed they have been with the previous owner from the beginning (since 2019), giving them around six years of experience with the shop.

Each Florist works a 5 day week and coordinate their schedules between themselves. They overlap on Thursdays, Fridays and Saturdays to ensure extra coverage during the busiest days. Both arrive 15 minutes before opening to prepare the shop for the day and sometimes stay later when customers are delayed or during especially busy periods such as special occasions. Both Florists have been taken to event sites to assist with wedding and event flowers deliveries and setups.

Their daily responsibilities include:

- Opening and closing the shop (each has a set of keys)
- Setting up and packing away shop displays
- Ensuring the POS (Point of Sale) system and phone are charged
- Checking stock levels of general supplies and advising owner when restocking or special flower orders are needed
- Liaising with customers via the shop phone
- Receiving flower deliveries, cleaning, stripping, and preparing flowers
- Sending copies of invoices to owner for payment processing
- Creating floral arrangements for orders
- Assisting customers in selecting flowers and arranging bouquets

Additional duties include:

- General shop cleaning (buckets, tools, work areas, cold room, shelving, windows, doors, etc.)
- Disposing of refuse and flower cuttings using a skip provided on site
- Updating the shop diary with order details and receiving new orders
- Contacting flower delivery recipients to confirm they will be home before the driver leaves
- Writing notes for delivery cards
- Processing payments through the POS (iPad and Yoco machines)
- Depositing cash into the shop safe for collection
- Providing general customer service

One Florist has the capability to run workshops and has successfully conducted a small workshop independently as well as assisted the owner with a larger workshop.

## Do any have management potential?

They currently handle the day-to-day management of the shop. They could be motivated further with a commission structure. Hiring a dedicated salesperson would be ideal if the owner isn't regularly present. Customers truly enjoy engaging conversations, and personal interaction in store is a key part of their experience.

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

Involvement in day-to-day running of the shop is largely remote and not consistent. Operations are primarily managed through cellphone. Each day the staff send photo's of the shop's setup, they are then guided on any adjustments needed. Owner handles stock management by ordering flowers as required or visiting the flower market in person when schedule permits. General supplies such as wrapping, ribbons, stickers, card holders, greeting cards, vases, and gift items - are kept well stocked.

The shop has its own cellphone that the staff use to communicate with customers directly. However the owners personal number is listed on the website so the owner regularly takes orders by phone or email. Emails are checked daily and the team is notified of any incoming orders, whether received directly or through the online store.

Weddings or event floral requests, owner handles the quoting process and liaises directly with the clients. In many cases clients are encouraged to visit the shop to discuss flower preferences with the florist, who then relay the specific details back to the owner for quoting or updates. The Florists are responsible for creating the event arrangements and bouquets, and they share photo's directly with the client or send them to the owner to forward.

Owner manages supplier relationships by receiving invoices and statements via WhatsApp or email, and handles all payments accordingly. The staff also send photos of physical invoices to approve for payment.

## When does the current lease end?

31 December 2025, A longer lease can be arranged if needed.

## What are the trading hours?

08h30 to 16h00 - Monday to Friday  
08h30 to 15h00 - Saturday  
09h00 to 14h00 - Sunday

## What are the main assets of the business?

Cold Room  
Flower Counter  
Flower Cart

## Strengths?

### Personalised Service:

Provides a more tailored and personalised customer experience compared to larger chains or online-only services.

### Community Connection:

Ties to the local community which has led to repeat business and word-of-mouth referrals. It is a very well loved

brand and business.

### Fresh, High-Quality Products:

Being owner run allows for better control over flower stock levels, established reliable suppliers which ensures freshness and quality.

### Flexibility:

Able to quickly adapt to local events, holidays, and customer preferences.

### Unique Arrangements:

Opportunity to offer custom, artisanal floral designs that stand out from mass-produced options. This is something that customers have mentioned over and over again when they compare us to Woolworths, Spar, Checkers etc.

## Weaknesses?

### Perishable Inventory:

Flowers have a short shelf life, increasing the risk of waste and loss. This is why it is important to have more frequent and smaller inputs during the week. Visiting the store more frequently also allows the owner to better manage the stock levels.

### Higher Operating Costs per Unit:

Limited economies of scale may result in higher costs compared to large competitors (Woolworths, etc)

## Opportunities?

### Driving Online Sales & Delivery for both flowers and gifting:

Growing e-commerce and local delivery services can reach more customers and increase convenience.

### Event Services:

Weddings, corporate events, and funerals offer high-revenue opportunities.

### Workshops & Classes:

Hosting floral design classes or DIY bouquet workshops can attract new customers and increase engagement.

### Subscription Services:

Offering weekly or monthly flower subscriptions to homes or businesses can provide steady income.

## Threats?

### Competition from Online Retailers:

National and global flower delivery companies can offer lower prices and wider selection.

### Economic Downturns:

Discretionary spending on flowers may decrease during economic slumps.

## What is the reason for the sale?

Owner is in the process of emigrating and needs to dedicate time and focus to pursuing work opportunities related to their relocation. While the business continues to show strong potential, the owner believes it would truly thrive under someone who can be more hands-on and actively involved in day-to-day operations. This presents an exciting opportunity for a passionate new owner to step in and take the business to the next level.