



# BUSINESS REPORT

Date: **2nd August 2025**

Business Reference: **37373**

About the Business:

## **REDUCED: Profitable Party Supply Business with Proven Success**

---

Established in 2003, this thriving party supply business has built a strong reputation for quality and reliability. Conveniently located near a major shopping mall, it attracts loyal customers through referrals and an easily accessible online presence. With professional shop fittings, a security system, and operational infrastructure included, this is a turnkey opportunity. The business offers significant potential

for growth, including expanding into online sales, personalisation services, and targeted marketing.

## REDUCED: Profitable Party Supply Business with Proven Success

Sector: **Retail**



Asking Price:

**R 345,000**

Monthly Profit:

**R 16,932**

Asset Value:

**R 25,093**

Stock Value:

**R 0**

Yearly Net Profit :

**R 203,181**



# Business Report

## Fully describe the business's activities?

This well-established retail business specialises in providing high-quality party and event supplies. It caters to a wide range of occasions, including birthdays, weddings, corporate events, anniversaries, and themed celebrations.

Key activities include:

### RETAIL SALES:

Offering a comprehensive range of products such as balloons, decorations, party favors, tableware, themed supplies, and costume accessories.

### EVENT CONSULTATION:

Assisting customers in selecting the right items for their events, ensuring they have all the essentials for a memorable celebration.

### SEASONAL PROMOTIONS:

Running promotional campaigns during peak seasons like Christmas, Halloween, and other festive occasions, boosting customer engagement.

### SUPPLY CHAIN MANAGEMENT

Sourcing high-quality, in-demand party supplies from reliable suppliers to maintain a diverse and appealing inventory.

This business operates efficiently with a well-organized system, making it a turnkey opportunity for any aspiring business owner.

## Stock?

R100 000 stock excluded from asking price

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

It operates with a mix of customer service, inventory management, and marketing activities to ensure smooth daily operations. Here's how it function:

### DAILY OPERATIONS

#### Opening Procedures

The owner arrive early to open the store, organise displays, and ensure all items are well-stocked and attractively presented.

Perform a quick check of inventory levels to confirm availability of popular items.

### CUSTOMER SERVICE

Welcoming walk-in customers and assisting them in finding the right products for their events.

Answering phone calls and responding to online inquiries about product availability, pricing, and custom orders.

### ORDER FULFILMENT

Processing customer orders, including in-store purchases and pre-arranged pickups for custom balloon arrangements or bulk items.

Preparing and packaging personalised or specialty orders.

### INVENTORY MANAGEMENT

Monitoring stock levels and placing orders with suppliers to ensure consistent availability of high-demand items.

Organising deliveries and restocking shelves as needed.

### SALES AND PROMOTIONS

Managing seasonal promotions and setting up displays for upcoming holidays or popular themes.

Encouraging add-on sales by suggesting complementary products.

### CLOSING PROCEDURES

Cleaning and tidying the store to ensure it's ready for the next day.

Reconciling sales, securing cash, and locking up the premises.

This routine ensures the business runs efficiently while maintaining a high level of customer satisfaction and community presence.

## What Advertising/Marketing is carried out?

None at the moment

## What competition exists?

Findmore and Grazy store although they lacks the personal touch and quality that customers expect, and its customer service is below standard.

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

To improve the profitability of a party supply shop, here are several strategies that could be applied:

### EXPAND PRODUCT RANGE

Introduce complementary items such as party rentals (tables, chairs, decorations), catering supplies, or personalized gifts to increase average transaction value.

### OFFER CUSTOMISATION SERVICES

Personalised party favours, custom balloon arrangements, and tailored décor packages can command higher prices and attract more customers.

### DEVELOP AN ONLINE SALES CHANNEL

Setting up an e-commerce website or partnering with delivery services can reach customers who prefer shopping online, increasing sales volume and market reach.

### SEASONAL PROMOTIONS & PACKAGES

Create bundled offers or themed party kits during peak seasons to encourage larger purchases and repeat business.

### LOYALTY PROGRAMS

Reward repeat customers with discounts or exclusive offers to build customer retention and increase lifetime value.

### COST MANAGEMENT

Negotiate better terms with suppliers, reduce wastage, and optimize inventory levels to improve margins.

### IMPROVE MARKETING EFFORTS

Use targeted advertising (online or local) and improve social media presence to attract new customers and drive foot traffic.

Implementing a combination of these can enhance both revenue and profitability over time.

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

100%

## When does the current lease end?

The current lease has expired, but the landlord is open to negotiating a new lease with the incoming owner.

## What are the trading hours?

Monday 09:00 - 17:30

Tuesday 09:00 - 17:30

Wednesday 09:00 - 17:30

Thursday 09:00 - 17:30

Friday 09:00 - 17:30

Saturday 09:00 - 16:00

## What are the main assets of the business?

The assets included in the sale comprise professional shop fittings that create an inviting retail environment, a reliable security system ensuring the safety of the premises, and a computer system used for business operations and sales management.

## Strengths?

- Established business with over 20 years of operation in the same location, resulting in strong local brand recognition.
- Wide range of party supplies catering to various events including birthdays, weddings, and corporate functions.
- Loyal customer base with consistent repeat business and strong word-of-mouth referrals.
- Well-organised inventory and reliable supplier relationships.
- Easily findable on Google and located near a major shopping mall, enhancing accessibility.

## Weaknesses?

- Limited current use of digital marketing and social media platforms, missing potential online customer engagement.
- Dependence on walk-in traffic and referrals may limit growth opportunities.
- The business may have limited diversification beyond core product lines.
- Customer service quality could be enhanced to differentiate from competitors.

## Opportunities?

- Expanding into online sales and delivery services to capture a broader market.
- Introducing personalised and custom party supplies and services to increase profit margins.
- Leveraging social media marketing and paid ads to attract younger demographics and event planners.
- Partnering with local event planners, venues, and businesses for bulk or recurring orders.

## Threats?

- Competition from larger retail chains or online party supply vendors offering lower prices.
- Changes in consumer behaviour toward online shopping could reduce walk-in traffic.
- Economic downturns or seasonal fluctuations may impact discretionary spending on party supplies.
- Lease uncertainty if negotiations with the landlord are not favourable for the new owner.

## What is the reason for the sale?

Owner is Retiring