



# BUSINESS REPORT

Date: **19th August 2025**

Business Reference: **37410**

About the Business:

## Exceptional Opportunity: Innovative Premium Water and Health Brand

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Step into ownership of a forward-thinking startup poised for growth in the premium water and wellness industry. Diverse Offerings: ☐ Premium still and carbonated water, ☐ Fulvic acid products, ☐ Fulvic infused water. ☐ Exclusive Product Rights: Fulvic acid products crafted by a professional chemist with distribution under the brand name. ☐ Scalable Operations: In-house production for still water and the option to

produce sparkling water internally with a minimal investment of R25,000. ¶ Future-Focused: While not yet profitable, the business is positioned for significant growth with optimistic projections for the coming year. Join the health and hydration revolution with this dynamic business opportunity.

## Exceptional Opportunity: Innovative Premium Water and Health Brand



Sector: **Manufacturing**

Asking Price:

**R 4,000,000**

Monthly Profit:

**R 110,663**

Asset Value:

**R 1,500,000**

Stock Value:

**R 70,000**

Yearly Net Profit :

**R 1,327,952**



# Business Report

## Fully describe the business's activities?

The business operates three divisions: premium water, fulvic acid products, and fulvic water.

■ Fulvic Acid Products: These are expertly formulated by a chemist, with exclusive distribution rights under the respected Quality Health brand.

■ Still Water: All still water products are manufactured in-house, ensuring full control over quality and production.

■ Sparkling Water: Currently outsourced, sparkling water production can be brought in-house with the addition of a R25,000 machine. This investment offers an opportunity to streamline operations and increase profitability.

## DISCLAIMER

This business is in the startup phase, with figures for the year ending February 2025 available. The numbers reflected are projected estimates for the financial year ending February 2026.

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

Sales & Marketing:

Sales person handles customer enquiries and liaison, marketing stream and pushes onto platforms and into networks.

Operations:

Manage water spinning and health & safety checks of the plant. Oversee financials, order invoicing, and prepare orders for dispatch. Handle packing, packaging, labeling, and filling new bottles as needed to maintain sufficient stock levels.

Coordinate all operations and compliance tasks, schedule plant maintenance days, and handle production planning.

## What Advertising/Marketing is carried out?

2 Paid Social Media adverts

## What competition exists?

The competition includes standard offerings like Oasis, which provides only still and sparkling water, and brands like Coca-Cola and Energade, which focus on sugary beverages. This business stands out as the only one offering water with natural flavorants, providing a unique selling point in the market.

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

Profitability could be enhanced through increased sales, particularly by raising awareness of the unique benefits of fulvic water. Focused marketing efforts and education campaigns could position this product as a premium offering, tapping into health-conscious consumers and expanding its market reach.

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

Since 2019

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

100%, She runs the operations of the business

### When does the current lease end?

February 2028

### What are the trading hours?

08:00 - 16:30 Monday - Friday

### What are the main assets of the business?

- Water plant
- Industrial ozone system
- UV treatment
- Stainless steel Tanks
- Filters
- Racking Selves

## Strengths?

- **UNIQUE PRODUCT OFFERING:** Quality Health Africa specializes in fulvic acid-based supplements and oxygen-enriched water, distinguishing itself in the health and wellness market.
- **NATURAL INGREDIENTS:** The company's products are made from 100% natural ingredients, appealing to health-conscious consumers seeking clean-label options.
- **ESTABLISHED OPERATIONS:** Operating since 2019, with research and development dating back to 2015, and a relocation to Firgrove Business Estate in 2022, indicating growth and stability.
- **PRODUCT RANGE:** Offers a variety of products, including Fulvic Acid Liquid, Citrus Boost, and Oxy Aqua Still Water, catering to different consumer needs.
- **NASAL TECHNOLOGY:** Encompasses devices and methods for delivering drugs and other substances through the nose. This route offers advantages like rapid absorption, bypassing first-pass metabolism, and a relatively non-invasive approach. Nasal delivery systems can be used for local nasal cavity administration or for systemic effects, including delivering drugs directly to the brain.

## Weaknesses?

- **LIMITED BRAND AWARENESS:** Fulvic acid products are not widely known, potentially limiting market reach and consumer demand.
- **NICHE MARKET:** Focusing on specialized health products may restrict the customer base compared to more mainstream health and wellness offerings.
- **DEPENDENCE ON LICENSING:** Some products are manufactured under license by third parties, which could impact control over production and quality.

## Opportunities?

- **MARKET EDUCATION:** Increasing consumer awareness about the benefits of fulvic acid can drive demand and expand the customer base.
- **HEALTH AND WELLNESS TRENDS:** Growing interest in natural and functional health products presents an opportunity to capture a larger market share.
- **PRODUCT LINE EXPANSION:** Developing new products or variations can attract different segments of the health-conscious market.

## Threats?

- **REGULATORY COMPLIANCE:** Operating in the food industry requires adherence to regulations, including obtaining a Certificate of Acceptability and implementing quality assurance protocols like HACCP.
- **COMPETITION:** Facing competition from established brands offering still and sparkling water, as well as sugary drinks, which may have greater market penetration.
- **MARKET SATURATION:** The health supplement market is becoming increasingly crowded, making differentiation and visibility more challenging.

## What is the reason for the sale?

The sales representative, who is also a crucial member of the management team, has expressed ambitions to pursue a political career, reflecting leadership qualities and a drive for broader impact.