



# BUSINESS REPORT

Date: **17th July 2025**

Business Reference: **37363**

About the Business:

## Established KZN North Coast Tombstone Franchise

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Ideal for 1st time business owners: Are you seeking a business to own and run with minimal daily involvement, this established franchised tombstone outlet is ready for new ownership, easy to run, low overheads, minimal staff requirements, with the benefit of a franchise backing with the expertise and experience guiding you on your business venture.

# Established KZN North Coast Tombstone Franchise



Sector: **Retail**

Asking Price:

R **265,000**

Monthly Profit:

R **7,237**

Asset Value:

R **12,500**

Stock Value:

R **35,000**

Yearly Net Profit :

R **86,848**



# Business Report

## Fully describe the business's activities?

Selling various types of locally Manufactured Tombstones catering to low, middle and high income earners.

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

Operated by a single sales lady with ad hoc site visits by the business owners. On a daily basis there is communication via teams and cell-phone to review sales, stock and issues requiring attention.

## What Advertising/Marketing is carried out?

Facebook and hand distribution of pamphlets.

## What competition exists?

There are other tombstone businesses in the area.

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

By offering discounts to increase turnover and by increasing marketing spend.

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

The sales lady commenced employment in April 2023. An opening report is sent each morning, daily discussions are held with the sales lady, she will call her potential clients, they will hand out flyers and chat with the local community during lunch break. Closing reports are done before end of the day with updates and shop is closed by 16h30. Most of the day is in the shop dealing directly with the clientele, discussing tombstone options, pricing and delivery - we include tombstone erection in the price.

## Do any have management potential?

Yes, she is capable to run the shop on a daily and weekly basis - owners only intervene to deal with exceptions.

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

Involved in the business on a daily basis - on occasion owners visit the store but are in constant contact to offer support and guidance and deal with anomalies.

## When does the current lease end?

End June 2026

## What are the trading hours?

08h30 to 16h30 Monday to Friday

## What are the main assets of the business?

Computer, cell-phone, TV, Cameras, desk, chair.

## Strengths?

- Product has a 25-year guarantee
- Store is located in a busy area with good passing trade
- Good reputation in the Zululand area
- Very low cash input required
- Low overhead and staff costs
- Limited stock held
- Tombstones are manufactured in SA

## Weaknesses?

Store has one sales lady - no contingency for short absences but Management steps in if extended  
Reliant on factory for delivery and installations of tombstones

## Opportunities?

Introduction of granite stones end May 2025  
Undertake own installations of tombstones and offer service to other stores in the Zululand region

## Threats?

Direct competition and new stores opening

## What is the reason for the sale?

Owners are based in Durban and are looking to invest in businesses closer to home