

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: **17th July 2025**

Business Reference: **37541**

About the Business:

## **Selling - Stylish Ladies Swimwear online store**

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Sector: **Retail**

Asking Price:

R **1,500,000**

Monthly Profit:

R **95,491**

Asset Value:

R **262,122**

Stock Value:

R **500,000**

Yearly Net Profit :

R **1,145,893**



# Business Report

## Fully describe the business's activities?

This business is an established online boutique store selling lady's swimwear and clothing. They pride themselves on offering on-trendy styles to empower women everywhere to look and feel their best in quality and stylish swimwear at an affordable price. They stay up to date with the latest fashion trends whilst rapidly bringing these styles to the market.

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

E-commerce Efficiency Orders are received, paid for, packed, and dispatched through their dedicated online platform—highlighting a streamlined digital retail model that operates independently of brick-and-mortar stores.

The online store has global reach through the Shopify platform.

## What Advertising/Marketing is carried out?

Google AdWords  
SOE optimization  
Social media campaigns

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

Increase stock lines and introduce shoe wear.

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

The owner is steering every part of the ship, from operations to customer engagement.

## When does the current lease end?

The owner runs the business from their home.

## What are the main assets of the business?

Website  
Inventory approximately R500 000-00  
Display stands  
Intellectual property

## Strengths?

**Established Online Presence:** Active social media and word-of-mouth marketing help drive traffic and build brand recognition.

**Streamlined Operations:** Orders are received, paid for, and dispatched via a dedicated e-commerce platform, enabling efficient fulfillment.

**Niche Market Appeal:** Swimwear and fashionable clothing for women offer a focused target market with strong seasonal demand.

**Low Overhead Costs:** Operating primarily online reduces the need for physical retail space and minimizes staffing requirements.

## Weaknesses?

**Seasonal Fluctuations:** Swimwear sales tend to peak in warmer months, potentially leading to inconsistent cash flow.

**Limited Face-to-Face Interaction:** Without a brick-and-mortar presence, building customer loyalty and handling certain service requests can be more challenging.

**High Dependence on Marketing:** Ongoing digital advertising is essential—if it stalls, so might sales.

**Inventory Management Risks:** Over- or under-stocking seasonal items can lead to losses or missed opportunities.

## Opportunities?

**Expanding Product Range:** Adding related lifestyle or beach accessories could increase cart value and customer retention.

**International Reach:** With a strong digital foundation, the store can tap into global markets with minimal barriers.

**Influencer Collaborations:** Partnering with fashion influencers can boost visibility and create strong brand associations.

**Eco-Friendly Appeal:** Offering sustainable swimwear options could resonate with environmentally conscious consumers.

## Threats?

Economic Downturns: Discretionary spending on fashion may decline during uncertain economic periods.

Platform Dependence: Changes to e-commerce platforms or social media algorithms could impact visibility and sales.

Supply Chain Disruptions: Reliance on external manufacturers or couriers may cause delays or quality issues.

## What is the reason for the sale?

The owner wants to focus on other business interests.