

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **21st July 2025**

Business Reference: **37429**

About the Business:

## Brand new water shop strip mall in the west of Johannesburg

---

This is an owner operated water shop in a strip mall that was recently started by the owner. The owner started the business but is going overseas and is selling for asset value. The business does water dispenser contracts as well.

# Brand new water shop strip mall in the west of Johannesburg



Sector: **Retail**

Asking Price:

R **654,000**

Monthly Profit:

R **0**

Asset Value:

R **0**

Stock Value:

R **6,000**

Yearly Net Profit :

R **0**



# Business Report

## Fully describe the business's activities?

This is a water business in a strip mall in the West of Johannesburg. This is NOT franchised.

The sell water by using Reverse Osmosis, UV Sterilisation and Ozone treatments to ensure exceptional purity.

They also sell and rent water dispensers with an option to buy.

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

Customers normally come into the store and purchase the water required whilst doing other shopping in the centre.

## What Advertising/Marketing is carried out?

Digital Marketing

Visiting businesses in the area

## What competition exists?

There are other shops in the area, but not in the same centre

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

This is a new business, and revenue will only increase as it becomes known.

Target schools and other corporates in the area

Actively marketing cooler rental and water deliveries

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

The owner is 100% involved

### When does the current lease end?

March 2028

### What are the trading hours?

Monday to Friday 9am to 5pm

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

Water tanks, UV lights and filtration systems  
Shelving and counters

### Strengths?

Supply water when water outages occur  
Supply and maintain water filtration due to suspect quality of municipal water.  
Scope to grow as it becomes better known  
Prime location  
Brand new assets  
Centre has Jo-Jo tanks in case of municipal interruptions.  
Competitive pricing

### Weaknesses?

Limited Brand recognition  
No proven track record

### Opportunities?

Supply more businesses with purified water and filtration systems  
Targeted marketing and awareness.  
Franchise in future

### Threats?

Many competitors

## What is the reason for the sale?

Owner moving overseas