



# BUSINESS REPORT

Date: **1st August 2025**  
Business Reference: **37560**

About the Business:

## **Pawn shop for sale!! Pretoria CBD**

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Sector: **Retail**

Asking Price:

R **600,000**

Monthly Profit:

R **31,369**

Asset Value:

R **150,000**

Stock Value:

R **300,000**

Yearly Net Profit :

R **376,433**



# Business Report

## Fully describe the business's activities?

Well established pawn shop offering both 2nd hand sales and pawning.  
Ideally located to service its target market.

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

The business trades in second hand goods.  
Buying, selling and pawning of household goods, appliances, jewellery and electronics.

## What Advertising/Marketing is carried out?

Internet , mostly Facebook and TikTok. Flyers and business cards.

## What competition exists?

Due to the demand in that area there are a number of other pawn shops nearby.

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

Pawn of vehicles  
Intense gold buying  
Operating on Sundays  
Extend hours

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

Manager/buyer  
Stock controller  
3 Sales staff

## Do any have management potential?

David is currently manager runs the business hoof to plume.

Cheryl has 12 years' experience

Clive has 15+ years' experience and is a very strong buyer with further potential

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

The owner has 2 other pawn shops so his time spent in this store is limited.

Physically 1 day per week, continued WhatsApp communication where necessary

## When does the current lease end?

30 October 2027

## What are the trading hours?

9am to 18h30 weekdays

9am to 17h00 Saturday and public holidays

## What are the main assets of the business?

Stock

Shop fittings

POS computer system

## Strengths?

Fast Cash Solutions: Offers immediate financial relief through short-term loans secured by personal items.

Diverse Inventory: Likely includes electronics, jewelry, tools, and collectibles, attracting a wide customer base.

Local Brand Recognition: If established in the community, it may benefit from repeat customers and word-of-mouth referrals.

Flexible Loan Terms: May provide more lenient terms than traditional lenders, appealing to customers with limited credit options.

## Weaknesses?

Limited Marketing Reach: Smaller shops often lack the budget for broad advertising or digital marketing.

## Opportunities?

Digital Expansion: Launching an online platform for selling inventory or managing loans could broaden reach.

Partnerships with Local Businesses: Collaborations can increase visibility and customer traffic.

Financial Literacy Programs: Hosting community events or workshops could improve public perception and build trust.

Eco-Conscious Resale Market: Growing interest in second-hand goods supports sustainable shopping trends.

## Threats?

Online Marketplaces: Competitors like eBay or Facebook Marketplace offer alternative ways to buy/sell used goods.

## What is the reason for the sale?

Owner wants to pursue other business interests.