



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37584**

About the Business:

Hobbies and crafts online store for sale!

This e-commerce store sells paint by numbers kits to all ages and skill levels.

Hobbies and crafts online store for sale!



Sector: **Retail**

Asking Price:

R **300,000**

Monthly Profit:

R **18,700**

Asset Value:

R **0**

Stock Value:

R **150,000**

Yearly Net Profit :

R **130,899**



Business Report

Fully describe the business's activities?

Paint By Designs is an all-in-one art kit for people of all ages. Each of our kits include a printed canvas, paint and paintbrushes, everything you need to get started. The operational framework of Paint by Designs is a blend of modern e-commerce dynamics and efficient logistical execution. The enterprise amplifies its revenue potential through direct shipping, an operational component that underscores its commitment to efficiency and customer satisfaction. Paint by Designs remains well-equipped to achieve long-term financial success and market leadership in the e-commerce design sector.

How does the business operate on a daily basis?

Every new day the business will have orders to complete. The completion happens within the morning, this includes emails from clients, follow ups with clients which may of cancelled an order, and then processing and sending out the orders from clients who had paid for their designs.

What Advertising/Marketing is carried out?

The advertising we do is all Meta based ads. This includes facebook ads and instagram ads. We also have a facebook fan following on our facebook account of 9.5k plus and an instagram following of 2.6k. Weekly posts keep our clients happy and engaged.

What competition exists?

There are only a few websites which exists as competition.

Websites:

<https://paintbynumberssa.online/>

https://www.paintbynumbersza.co.za/?srsId=AfmBOoqOx0ffp5l1hHLSFfGe6Mh036Go4k_guzl_eWZArH3jNc-vtAEc

I do however believe that our pricing and website is no match to the rest of our competition.

How could the profitability of the business be improved?

With scale comes more profit. The business could use an investor to invest in more products/designs which can then attract for a more clients to obtain a more broad amount of designs. Also increasing the advertising amount can bring in a lot more potential for new clientele.

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

N/A

Do any have management potential?

N/A

How involved is the Owner in running the business?

Fully runs the business.

When does the current lease end?

N/A

What are the trading hours?

N/A

What are the main assets of the business?

N/A

Strengths?

Niche Product Offering:

Focus on paint-by-numbers kits appeals to both beginner and hobbyist artists. Strong emotional connection to creativity, relaxation, and mental wellness.

Established Brand Identity:

Recognizable branding and social media presence. Loyal customer base with repeat purchases

E-commerce Infrastructure:

Fully operational online store with optimized user experience and secure checkout. Integration with payment gateways, order tracking, and customer support tools.

High-Margin Products:

Low cost of goods compared to retail price allows for healthy profit margins. Potential for bundling and upselling accessories or frames.

Scalable Operations:

Business model is easily scalable through digital marketing. No physical storefront reduces overhead costs.

Weaknesses?

Stock & Fulfillment Challenges:

Inventory forecasting is critical to avoid overstocking or under stocking.

Dependency on Ad Spend:

Reliance on paid advertising (e.g. Facebook, Instagram) for traffic and conversions.

Opportunities?

Product Line Expansion:

Introduce adjacent products such as DIY crafts, custom kits, framing tools, or kids' versions.

Wholesale or Subscription Options:

Offer bulk orders for schools, therapy centers, or gift stores.

Content-Driven Marketing:

Grow organic traffic through blog posts, tutorials, and customer showcase videos. Collaborations with influencers or mental health advocates.

Threats?

Economic Sensitivity:

Non-essential hobby products are vulnerable to economic downturns or changes in disposable income. Fluctuating shipping costs and currency rates impact margins.

What is the reason for the sale?

Other business ventures.