

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: **11th August 2025**

Business Reference: **37555**

About the Business:

## Established Electronic Parts Supplier

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For the right individual, this could be the beginning of meaningful change and lasting success. With a bit of focused direction and commitment, there is good growth potential

# Established Electronic Parts Supplier

Sector: **Retail**



Asking Price:

R **350,000**

Monthly Profit:

R **17,115**

Asset Value:

R **401,532**

Stock Value:

R **442,650**

Yearly Net Profit :

R **205,379**



# Business Report

## Fully describe the business's activities?

This business is a wholesaler and retailer of electronic equipment for tech enthusiasts, DIY hobbyists and professionals in the industry, the go-to destination for all their electronic needs, including testing & measuring and soldering equipment.

The business offers a wide range of electronic components, resistors, capacitors, transistors, microcontrollers, or any other electronic component. The extensive inventory is packed with high-quality products from top manufacturers, ensuring the best performance and reliability of their components.

They also service the vibrant market for repairing and assisting with selected electronic equipment.

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

The business currently relies on walk-in sales, email & phone orders.

## What Advertising/Marketing is carried out?

Company website

## What competition exists?

There are four known competitors in the Durban area and all offer slightly varying products and services

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

The business could increase its product offering by supplying more micro-electronic components.

Proactive focus on educational institutions.

Increase advertising and expand the social media reach.

Relocate to smaller premises and negotiate a market related rental.

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

Owner

Sales manager - 42 years

Reception & sales - 18 years

Bookkeeper - 13 years

Stores / Sales - 1.5 years

### Do any have management potential?

There is currently a manager in place with extensive experience.

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

The owner is currently involved full time.

### When does the current lease end?

The lease is currently on a month-to-month basis.

### What are the trading hours?

Mon - Fri 7:30 -16:30  
Saturdays 8:00 - 11:00

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

Furniture fittings and office equipment, computer hardware & software, generator.

### Strengths?

Very well known in the industry - good reputation  
Very experienced & loyal staff  
Strong debtors age analysis history

### Weaknesses?

No advertising or marketing, whereas the competitors are actively advertising on social media.

## Opportunities?

Diversify - new opportunities & markets, especially in microelectronics.  
Advertising & social media presence.  
Actively canvas educational institutions for business.  
Opportunity to sell slow-moving/redundant stock with zero cost to the new owner.  
Develop online, ecommerce platform to reduce overheads & increase revenue

## Threats?

Competitors actively showcasing their businesses.

## What is the reason for the sale?

Owner wants to retire.