

# BUSINESS REPORT

Date: **26th January 2026**

Business Reference:**37729**

About the Business:

**Two Vape stores in the Gauteng area.**

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Two vape stores with established brand, situated in and around Gauteng.

## Two Vape stores in the Gauteng area.



Sector: **Retail**

Asking Price:

**R 850,000**

Asset Value:

**R 1,182,131**

Stock Value:

**R 550,000**

Yearly Net Profit :

**R 699,872**

Monthly Profit:

**R 58,323**



# Business Report

## Fully describe the business's activities?

This business sells Vape devices and accessories in two fully equipped retail outlets in busy shopping centers in a lounge-style setup. This includes direct sales as well as on-line shopping.

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

Shop manager in both stores

## What Advertising/Marketing is carried out?

None at this time

## What competition exists?

None in the current shopping malls. Other Vape stores in and around the area.

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

More advertising as well as new product lines.

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

One manager/employee for each store. Both are family run at the moment.

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

Fully Involved

## When does the current lease end?

Lease has ended.

New owner has the option to extend the leases on both stores with the mall management.

## What are the trading hours?

9am - 6 pm

## What are the main assets of the business?

Signage, fixtures, fittings, website with Wordpress, POS & CCTV. Store design and lounge area.

## Strengths?

High Product Variety – Wide range of vape devices, e-liquids, and accessories attract different customer preferences.

Loyal Customer Base – Regular users often buy refills and upgrades, creating repeat sales.

Higher Margins – Compared to traditional tobacco, vape products can have strong profit margins.

Modern Brand Appeal – Trendy, tech-savvy image appeals to younger adults.

Online + In-store Sales Potential – Ability to reach customers locally and nationally via e-commerce.

Community Engagement – Vape lounges or tasting bars can build strong customer relationships.

## Weaknesses?

Regulatory Restrictions – Constantly changing laws on nicotine sales, packaging, and advertising.

Public Misconceptions – Some people still associate vaping negatively with smoking or health risks.

Dependence on Imports – Many vape products and e-liquids are imported, leading to supply chain risks.

High Competition – Many small vape shops and online retailers in the same space.

Inventory Management – Fast-changing product trends can cause stock obsolescence.

## Opportunities?

Growing Market Demand – Increasing shift from smoking to vaping for harm reduction.

E-commerce Expansion – Online sales and delivery services can significantly boost revenue.

Private Labeling – Opportunity to create an in-house brand of e-liquids or vape gear.

Health Awareness Trends – Marketing vaping as a cleaner alternative.

Collaborations – Partnering with local cafés or events for brand visibility.

Diversification – Add disposable vapes

## Threats?

Regulatory Crackdowns – Government bans, tax increases, or stricter sales rules.  
Health Studies and Media Reports – Negative publicity can hurt consumer trust.  
Economic Downturns – Reduced disposable income may cut non-essential purchases.  
Changing Consumer Trends – Sudden shifts toward new devices or nicotine-free options.  
Supply Chain Disruptions – Currency fluctuations or import delays increase costs

## What is the reason for the sale?

Owner looking exit the business after 15 years in the Vape market.