

**business**  
for sale



Date: **15th April 2026**  
Business Reference: **37515**

About the Business:

## **Electrical Franchise Solutions**

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Well trusted and established electrical supplier with a comprehensive range of high quality products, expert technical advice and support. From residential to commercial and industrial, this business has everything covered.

# Electrical Franchise Solutions



Sector: **Retail**

Asking Price:

**R 1,850,000**

Monthly Profit:

**R 65,568**

Asset Value:

**R 1,216,294**

Stock Value:

**R 800,000**

Yearly Net Profit :

**R 786,810**



# Business Report

## Fully describe the business's activities?

Selling Electrical supplies to contractors, builders, and DIY customers. Providing expert advice on electrical products and technical assistance and troubleshooting for customers.

## How long has the Franchise Group been established for?

18 Years

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

This business is opened 6 days a week providing customers with convenient and versatile shopping for their DIY needs. Adding value to customers by not only meeting customers expectations through superior customer service.

## What Advertising/Marketing is carried out?

Marketing and Advertising is done by the Franchisor

## What competition exists?

Other wholesalers do sell some of the items that we stock, but not all of them.

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

Offer Longer terms for contractors, and more marketing

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

4 Sales  
1 Admin  
1 Store man  
1 Security

## Do any have management potential?

Yes, Two possible candidates

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

60% involved

## When does the current lease end?

September 2026

## What are the trading hours?

7:30 - 5pm Mon to Friday  
8:00 - 2pm Saturdays & public holidays

## What are the main assets of the business?

Tangible Assets Inventory / Stock: Electrical products, lighting, cables, switches, solar equipment, and other electrical supplies.

Premises & Fixtures: Office, warehouse, retail space, shelving, storage racks, and display units

Vehicles & Delivery Equipment: Delivery vans.

Tools & Equipment: packing tools, and safety equipment.

2. Intangible Assets Franchise Rights / Licenses: The right to operate under the Franchisor brand. Brand Reputation: Established brand recognition and customer trust. Digital Assets: Website, social media profiles, online ordering system, and databases of customers and suppliers. 3. Operational / Human Assets Trained Staff: Skilled employees in sales, customer service, technical support, and delivery. Standard Operating Procedures (SOPs): Do

## Strengths?

Established relationships with suppliers and strong partnerships with reputable suppliers ensure reliable access to quality products.

Diverse portfolio of electrical products catering to various customer needs. Strong brand recognition as part of a national franchise network. Wide range of electrical products. Efficient delivery system that ensures timely service to contractors, businesses, and retail customers. Trained and skilled staff providing quality customer service. Support from the franchisor, including marketing, operational guidance, and standardized procedures

## Weaknesses?

Reliance on suppliers for product availability and pricing.

## Opportunities?

Increasing demand for electrical products driven by construction and infrastructure projects. Growing demand for sustainable and energy efficient products presents opportunities for product diversification.

## Threats?

Economic downturns or fluctuations in demand can impact sales and revenue.

## What is the reason for the sale?

Owner has other business interests.