



Date: **6th July 2022**

Business Reference:**32201**

About the Business:

## **BUDDY BEAR Master Franchise Xmas sale price of R350 000 secures R700 000 stock etc**

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A GP of some R500 000 on the stock alone. A "Bear/Animal Building" business, that is Trademarked in SA, that provides an experience for kiddies, while they choose their : animal, skin, heart, voice, name, outfit, & accessories. It has been in-operative & but everything is available to commence business within a week. The Bear Building craze hits the world: [https://www.youtube.com/watch?v=J7wzV\\_cNrV4](https://www.youtube.com/watch?v=J7wzV_cNrV4)

# BUDDY BEAR Master Franchise Xmas sale price of R350 000 secures R700 000 stock etc



Sector: Sales & Services

Asking Price:

R 1

Monthly Profit:

R 0

Asset Value:

R 50,000

Stock Value:

R 350,000

Yearly Net Profit :

R 0



# Business Report

## Fully describe the business's activities?

Buddy bear is a "Bear/Animal Building" business, that is Trademarked in SA, that provides an exciting experience for children, as they choose, the animal, skin, heart, voice, name, outfit, & accessories. The display/sale/building process, can range from being based at a shop/cart/online/parties/schools/events etc, with the building process including some equipment if the turnover at that point (eg a shop) supports such, otherwise the process is merely done by hand.

This business/franchise opportunity at R350 000, is inclusive of the presently stored - : stock (R700 000) which was sourced both locally & from overseas/China; equipment & displays (R50 000) which were made locally; inter-active shopping website; & SA Trademark. It is noted, that although this business operated for some 10 yrs with up to 10 franchisee's, the owners focus in the Tourism Industry, led to the closure of the business & thus it's sale as a " New Opportunity" to be RE-STARTED !

The past proved to be successful ! Are you the person who is energised to realise the potential of this opportunity either in the full ownership or Franchise model ? With everything at hand, the business can be up & running in 1 week.

## What are the main assets of the business?

All the below is presently in storage in Durban.

Stock : animal, skin, stuffing, heart, voice, name, outfit & accessories, etc - Valued at inward invoice pricing of R700 000 (but retail pricing at R1.1m, thus a R500 000 GP just on the stock) - all in excellent/saleable condition.

Equipment : 2 blowing/stuffing machines (big & small), display drawers, bear cut-out displays, stands/tables, etc - valued at some R50 000 (while new would be around R200 000) - all would require a good make-over/re-paint (1 week).

Website : interactive shopping/party website & still functions

Trademark : of Buddy Bear in South Africa.

## Strengths?

Tested model that worked in the past & just needs new energy

All equipment, stock, website & Trademark are available (in storage in Durban) to re-start this business opportunity (only 1 week to touch-up the displays/machines)

The Seller (based in Durban) will assist any Purchaser from a strategy, product, marketing & supplier, point-of-view.

## Weaknesses?

That the business needs to be Re-started; although it's tested model, stock, equipment, website & Trademark are available to commence operation, literally immediately.

## Opportunities?

The Purchaser may operate this whole business OR use the Franchise model, as in the past, where the Franchisor controlled the online sales & the Franchisee's (10 over 5 years) operated from stores, carts & home, as well as, attending schools/parties/events/etc

Apart from the present markets, the Purchaser could focus on previously tested corporate/sport/ fund-raising opportunities

## Threats?

That other persons realise there is a gap in the market & from-scratch, start up this sort of venture, although they would need to attend to so many issues, such as : suppliers; products; equipment; displays; website; strategies; etc

## What is the reason for the sale?

The owner has decided not to restart this venture after having closed it as her interest was diverted into the tourism industry.