

**business**  
for sale



Date: **20th June 2026**  
Business Reference: **38014**

About the Business:

## **KZN Mall-Based Gaming Retailer, Custom Merchandise, Repairs**

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This dynamic retail business operates from a prominent shopping mall in the Upper Highway area, serving a loyal customer base across gaming, electronics, and hobbyist communities.

# KZN Mall-Based Gaming Retailer, Custom Merchandise, Repairs



Sector: **Retail**

Asking Price:

**R 850,000**

Monthly Profit:

**R 42,238**

Asset Value:

**R 185,000**

Stock Value:

**R 300,000**

Yearly Net Profit :

**R 506,861**



# Business Report

## Fully describe the business activities

- Retail and services business operating within the gaming, electronics and hobby retail sector.
- Personalised merchandise & events: Custom printing (T shirts, mugs, bags, etc.) and themed party supplies diversify margin mix beyond core gaming, creating cross sell opportunities.
- Device repair services, including console & controller repairs.

The business is situated in a prominent shopping mall in the Upper Highway area.

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

Primary activity is the retail sale of video games and gaming-related hardware, including console video games (e.g. PlayStation titles), gaming consoles, controllers and accessories.

The business offers a trade-in service, allowing customers to exchange used games and consoles for store credit or discounts on new purchases.

A significant component of the business model is device repair services, including console & controller repairs. The business also provides in store insurance claim assistance for damaged or faulty gaming devices. Customers can submit insurance claims through the store, where the company facilitates assessment, documentation and processing related to gaming equipment. This service differentiates the business from standard game retailers.

The company supports pre ordering of upcoming game releases and consoles, enabling customers to:

- Reserve products before release dates
- Collect items on launch day
- Access early release promotions

This activity helps maintain strong relationships with distributors and to retain repeat customers.

## What Advertising/Marketing is carried out?

- Email newsletter campaigns
- Direct WhatsApp communication
- Website based promotions
- In store promotional activities
- Customer reviews and word of mouth marketing

These methods collectively support brand awareness, customer retention and direct sales growth.

## What competition exists?

- Specialist gaming retailers
- Large national retailers
- Online marketplaces
- Digital game platforms
- Toy and hobby retailers
- Independent local gaming and repair stores

Despite this competitive environment, the business differentiates itself through personalised customer service, trade in options, repair services, insurance claim handling, and custom merchandise offerings, which are not consistently available across all competitors.

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

The profitability of the business could be improved by increasing higher margin revenue streams such as bringing repairs in-house, increasing trade ins, custom merchandise and accessories, while reducing reliance on low margin console sales.

Improving stock turnover and pricing discipline (focusing on fast moving titles, accessories, and pre orders) would lower holding costs.

Expanding repeat sales through loyalty incentives, WhatsApp promotions and bundled offers would increase customer lifetime value without significant additional marketing spend.

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

Employee 1:

Store manager, repair technician, sales and service.

Length of service is 18 months.

Employee 2:

Store manager, buyer, stock control, sales and service.

Length of service: 3 years.

## Do any have management potential?

Both employees are currently managers and can handle all store functions.

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

The owner is 80% vested in the business, primarily overseeing the managers and keeping control of finances, exploring opportunities, etc.

## When does the current lease end?

The current lease expired in October 2025, and the owner is currently in negotiations regarding the new lease agreement.

## What are the trading hours?

Monday to Saturday: 09:00 to 18:00  
Sundays and Public Holidays: 09:00 to 17:00.  
Trading hours are stipulated in the lease agreement.

## What are the main assets of the business?

Fixtures and Fittings – valued at R150 000.  
POS Terminal (scanner, cash drawer, etc.) – valued at R5 000  
Repair Centre (Hot air station, soldering iron, consumables, TV, Dell laptop) – valued at R20 000  
Scrap consoles and spares – valued at R10 000.

## Strengths?

- Full service offering: Sells consoles, games, and accessories and provides in store repairs, trade ins, insurance claims handling, and pre orders—a broader value proposition than many single focus retailers.
- Personalised merchandise & events angle: Custom printing (T shirts, mugs, bags, etc.) and themed party supplies diversify margin mix beyond core gaming, creating cross sell opportunities.
- Local presence at the mall with direct WhatsApp support and a newsletter for promotions and new releases—useful for rapid, low cost customer engagement.
- Positive third party directory presence confirming retail categories (games/toys/electronics), aiding local discovery and credibility.

## Weaknesses?

- Price pressure on hardware and popular titles versus large e commerce players, which can undercut margins via scale promotions.
- Footfall dependency on mall traffic and school holiday seasonality; quieter periods (Jan–Feb) can compress cash flow if inventory is not tightly managed.
- Digital substitution risk: Increasing share of software bought via PlayStation/Xbox/PC digital stores reduces physical game sales potential.

## Opportunities?

- Grow higher margin services (repairs, insurance facilitation, custom merchandise) and trade ins to lift gross margin and smooth seasonality
- Localized loyalty & CRM: Scale the newsletter + WhatsApp into segmented offers (e.g., accessories bundles after console purchases), improving repeat purchase rates at minimal cost.
- Event based marketing: Tie ins with major game launches and school holiday activations at the mall to drive pre orders, midnight launches, and repair check ups post holiday.
- Market growth: SA gaming continues to expand (mobile and console ecosystems, subscription growth), supporting rising engagement and attach rates for accessories and services.

## Threats?

- Local competition
- Shifts to digital distribution

## What is the reason for the sale?

The owner is relocating to Gauteng.