

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: **20th May 2024**

Business Reference: **34807**

About the Business:

## Retail delivery business - App based

---

Application based delivery business Using free-lance drivers or scooters to deliver orders from restaurants / pharmacies / hardware stores or any retailer that join

# Retail delivery business - App based



Sector: Sales & Services

Asking Price:

R 150,000

Monthly Profit:

R 16,667

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 200,000



# Business Report

## Fully describe the business's activities?

The business provides a delivery service for various merchants including but not limited to restaurants, coffee shops, take-away's, liquor stores, supermarkets and pharmacies

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

Clients place orders with the merchant of their choice, via telephone or the app which are operated by the central call centre. Orders are processed by the call centre, collected from the merchant and delivered directly to the client's home or business

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

Clients place orders with the merchant of their choice, via telephone or the app which are operated by the central call centre. Orders are processed by the call centre, collected from the merchant and delivered directly to the client's home or business by freelance deliverers ( or the business owner's own scooters )  
This is almost a "" Uber - Eat "" concept

## What Advertising/Marketing is carried out?

The franchisor advertises nationally via their website and social media platforms, as well as sms campaigns to their broad existing database

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

The business can invest in additional scooters or delivery bikes for it's own purposes  
The business requires a hands on owner-operator who is actively involved in contracting with new merchants

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

The owner should be actively monitoring the business online and be sure that merchants and end users are served well

## Does the business need an office ?

The business can be run from any local location - as long as internet accessibility is good

## What are the main assets of the business?

The the franchise holder should have excess to a good IT system and connectivity

## Strengths?

Part of a well known, established brand with excellent franchisor support. The software application has been developed and fine-tuned over many years resulting in a simple, easy-to-run model with sustainable returns. Relatively small initial investment.

This is a rapidly expanding industry, with great opportunities.

## Weaknesses?

Complete owner involvement is necessary in order for the franchise to reach full potential.

Long hours - the business operates from 9am to 9pm, 7 days per week.

## Opportunities?

With the exponential expansion of the online purchasing and e-commerce industries, businesses are identifying the importance of delivery services which are being offered more readily. There are excellent opportunities to contract with numerous new merchants.

## Threats?

None identified, however, it is important to provide consistent service to end users and maintain good relationships with merchants.

## What is the reason for the sale?

The franchise holder hasn't had time to start the operation since he had too many other business interests that kept him busy