



# BUSINESS REPORT

Date: **18th May 2024**

Business Reference: **36390**

About the Business:

**Urgent sale - price reduced. Hiking and outdoor online and outlet store.**

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Price reduced - deceased estate. Niche hiking online and outlet store stocking specialized hiking accessories and equipment.

# Urgent sale - price reduced. Hiking and outdoor online and outlet store.



Sector: **Retail**

Asking Price:

R **500,000**

Monthly Profit:

R **92,869**

Asset Value:

R **200,000**

Stock Value:

R **1,000,000**

Yearly Net Profit :

R **742,948**



# Business Report

## Fully describe the business's activities?

This is a dynamic, specialist hiking and outdoor shop that caters for all outdoor enthusiasts and travellers. This business includes both an online and a brick-and-mortar store.

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

The business is well established in the area and services walk-in clients as well as selling merchandise online.

## What Advertising/Marketing is carried out?

Google ads  
SEO  
Website  
Local signage

## What competition exists?

Competition exists however this business specialises in hiking equipment and accessories.

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

Greater google ad spend

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

Daily involvement.

## When does the current lease end?

30 April 2024

### What is the annual escalation %?

8%

### What are the trading hours?

9am to 5pm

### What are the main assets of the business?

Full asset list will be provided.  
The main assets are shopfitting and stock.

### Strengths?

- Niche Market
- Well established
- Online presence

### Opportunities?

- Open similar stores in other locations
- Increase online presence
- Add additional brands

### Threats?

None perceived.

### What is the reason for the sale?

Owner retiring.