



# BUSINESS REPORT

Date: **13th October 2025**

Business Reference: **37741**

About the Business:

## Retail business trading for almost 30 years

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# Retail business trading for almost 30 years



Sector: **Retail**

Asking Price:

**R 1,500,000**

Monthly Profit:

**R 131,921**

Asset Value:

**R 605,000**

Stock Value:

**R 2,320,000**

Yearly Net Profit :

**R 1,583,049**



# Business Report

## Fully describe the business's activities?

This is a well-established and highly visible retail outlet situated in the central business district (CBD) of a busy Mpumalanga town. The store has become a landmark in the area, drawing consistent daily trade from office workers, nearby schools, and the general public.

The business offers a broad range of everyday essentials, including:

- Stationery and office supplies
- Household and cleaning products
- Hardware and small DIY items
- Cosmetics and toiletries
- Toys and seasonal goods
- Groceries and tobacco products

The store's diverse product mix ensures steady turnover throughout the year, with the stationery department leading sales — particularly during the back-to-school season.

To enhance convenience, the premises include two ATMs, one of which is self-stocked by the business. This setup reduces banking costs, limits cash-handling risks, and encourages additional foot traffic from customers who use the ATMs.

The store enjoys strong local brand recognition, supported by an excellent reputation for affordability, variety, and customer service.

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

The business is overseen by the owners, who remain actively involved in the day-to-day running of the store. They are supported by a loyal and experienced team of long-serving staff who handle sales, merchandising, and customer service with minimal supervision.

The owners focus primarily on supplier relations, purchasing, and financial oversight, while delegating daily floor management to trusted employees who have been with the business for several years.

## What Advertising/Marketing is carried out?

Advertising is focused on cost-effective, community-based marketing that reaches the store's core customer base. Printed flyers are distributed in surrounding neighbourhoods and businesses, promoting weekly and seasonal specials. The store also advertises on a popular local radio station, which helps maintain visibility and attract new shoppers from nearby areas.

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

A more structured approach to advertising — such as featuring specials in local newspapers, boosting the store's social media presence, and running targeted school and office promotions — could help attract new customers and increase turnover. In-store loyalty rewards or monthly prize draws could further encourage repeat business and larger basket sizes.

## Do any have management potential?

The Store Manager is fully capable of running all day-to-day operations independently and has a strong understanding of both the financial and operational aspects of the business. The Supervisor also shows excellent management potential and continues to develop in this role through increased responsibility for stock control, merchandising oversight, and staff coordination.

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

The owner is actively involved in the day-to-day running of the store, focusing on purchasing, supplier negotiations, and financial management. While present on-site most days, the owner has established clear systems and well-trained staff that allow the business to operate smoothly in their absence. The Store Manager and Supervisor are both capable of managing operations independently, ensuring that service standards and efficiency are consistently maintained.

## When does the current lease end?

The current lease expires in December 2025, however, the landlord is amenable to negotiating a new one.

## What are the trading hours?

The store trades during business-friendly hours that align with peak foot traffic in the CBD.  
Trading Hours:

- Monday to Friday: 08:30 – 17:30
- Saturday: 09:00 – 14:00
- Public Holidays: Open as required based on demand

Hours are extended as customer activity requires. Public Holidays and Sundays are traded when required.

These flexible trading hours allow the business to capture additional sales opportunities during high-traffic periods and special occasions.

## What are the main assets of the business?

Fittings, shelving etc  
Furniture  
Generator  
Inverter with Lithium Iron Battery  
UPS Mecer  
Quantum Panel van  
Computers, point of sale, scanners, printers  
DVRs X 2, 16 channel, approx 40 cameras  
Monitors for cameras

## Strengths?

- Prime CBD location with heavy foot traffic
- Strong reputation and loyal customer base
- Wide product range with strong stationery sales
- Two ATMs (one self-stocked) generating extra footfall and reduced bank fees
- Experienced and trustworthy staff
- Established supplier network

## Weaknesses?

- Marketing efforts remain largely traditional
- No online ordering platform
- Seasonal peaks in January (stationery) and November/December (holiday goods) require careful stock planning

## Opportunities?

- Expand social media and online marketing for special offers
- Develop a loyalty rewards system for frequent customers
- Introduce delivery or pre-order/online services for local businesses and schools
- Extend trading hours on weekends or public holidays to capture more convenience trade

## Threats?

- Fluctuations in consumer spending linked to broader economic pressures

## What is the reason for the sale?

The owner intends to retire after many years in the retail sector.