



# BUSINESS REPORT

Date: **15th October 2025**

Business Reference: **37702**

About the Business:

## **Well-established logistics Franchise presents a lucrative opportunity**

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A franchise model with a proven track record and loyal customer base is now available. This turnkey operation offers an excellent opportunity to step into South Africa's leading e-commerce network with immediate income potential. Well-structured systems, strong brand backing, and consistent demand make this a low-risk investment for entrepreneurs seeking a growing online retail business.

# Well-established logistics Franchise presents a lucrative opportunity



Sector: **Services**

Asking Price:

**R 35,000,000**

Monthly Profit:

**R 971,299**

Asset Value:

**R 2,800,461**

Stock Value:

**R 2,000,000**

Yearly Net Profit :

**R 11,655,582**



# Business Report

## Fully describe the business's activities?

One of the largest and a leading online shopping destination in South Africa and Africa, offering a vast range of products including electronics, appliances, fashion, and home goods.

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

It operates by taking online orders from customers via its website and app, which are then fulfilled from distribution centers and potentially through its marketplace sellers. The company manages a complex logistics network to deliver a wide range of products, offering same-day and next-day delivery options to major urban areas, with expansion efforts continuing across the country. Daily operations also involve managing inventory, processing payments, and potentially leveraging quick-delivery services

## What Advertising/Marketing is carried out?

Engages in diverse advertising and marketing by offering a retail media network for brands through its Head Office Advertising platform, which includes Sponsored Product ads and Sponsored Display Ads, along with physical advertising options like branded box tape and truck branding. For its own brand, it also utilises paid search marketing, including bids on keywords related to its brand and competitors, and maintains a presence on social media platforms such as Facebook, Instagram, and Twitter to drive engagement.

## What competition exists?

There are new entrants to the market that will compete however the brand is established.

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

Focus on customer experience by offering excellent service, operational efficiency through streamlining processes, and smart marketing with strategic promotions to attract and retain customers. Leverage data analytics to understand customer behavior and product demand, use tools to identify successful product trends

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

1 x Executive Directors  
2 x Operational Directors  
Admin staff  
Drivers  
Warehouse staff

### Do any have management potential?

A Management team is currently in place taking care of the day to day activities

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

The owners is 100% involved but allows the management team to control day to day activities

### When does the current lease end?

Various leases are in Place,  
1. July  
2. September  
3. Lease ending September 2025. Bought own building  
4. March  
5. June  
6. June

### What are the trading hours?

Customer Service:  
Monday - Friday: 7am to 10pm  
Weekends: 9am to 10pm

Online Platform: Available 24/7 for browsing and placing orders.

Daily Deals: Available from 7am to 11:59pm on weekdays and 9am to 11:59pm on weekends, though they may sell out earlier.

Other Drivers will operate from 07h00 to 22h00

## What are the main assets of the business?

Office Equipment  
Computer Equipment  
Furniture & Fixtures  
Warehouse equipment  
Security Equipment

## Strengths?

Extensive infrastructure, fast and reliable delivery network across South Africa, a strong reputation for customer-centricity, and a vast marketplace that offers broad product selection and market access for sellers. The platform also provides valuable logistics, fulfillment, and sales data tools for its sellers, helping them scale their businesses efficiently.

## Weaknesses?

High operational costs from maintaining infrastructure, challenges with delivery inconsistencies and customer service issues like delayed orders and damaged goods

## Opportunities?

Expanding into new African markets, increasing its reach in the growing African e-commerce sector, leveraging technological advancements like AI for personalized experiences and efficient operations, strengthening partnerships with local suppliers for better supply chains and product variety, and investing in sustainable practices to attract environmentally conscious consumers and improve its brand image

## Threats?

intense competition, especially from emerging international players, economic instability that reduces consumer spending, supply chain disruptions from global events, and data security challenges related to protecting customer information from cyberattacks. Other external threats include changing regulations, the potential for their business model to be easily imitated, and managing logistics across diverse geographical areas

## What is the reason for the sale?

Seller looking at possibility of immigrating.