

BUSINESS REPORT

Date: **4th February 2026**

Business Reference:**37729**

About the Business:

Two Vape stores in the Gauteng area.

Two vape stores with established brand, situated in and around Gauteng.

Two Vape stores in the Gauteng area.



Sector: **Retail**

Asking Price:

R 750,000

Asset Value:

R 1,182,131

Stock Value:

R 550,000

Yearly Net Profit :

R 699,872

Monthly Profit:

R 58,323



Business Report

Fully describe the business's activities?

This business sells Vape devices and accessories in two fully equipped retail outlets in busy shopping centers in a lounge-style setup. This includes direct sales as well as on-line shopping.

How does the business operate on a daily basis?

Shop manager in both stores

What Advertising/Marketing is carried out?

None at this time

What competition exists?

None in the current shopping malls. Other Vape stores in and around the area.

How could the profitability of the business be improved?

More advertising as well as new product lines.

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

One manager/employee for each store. Both are family run at the moment.

How involved is the Owner in running the business?

Fully Involved

When does the current lease end?

Lease has ended.

New owner has the option to extend the leases on both stores with the mall management.

What are the trading hours?

9am - 6 pm

What are the main assets of the business?

Signage, fixtures, fittings, website with Wordpress, POS & CCTV. Store design and lounge area.

Strengths?

High Product Variety – Wide range of vape devices, e-liquids, and accessories attract different customer preferences.

Loyal Customer Base – Regular users often buy refills and upgrades, creating repeat sales.

Higher Margins – Compared to traditional tobacco, vape products can have strong profit margins.

Modern Brand Appeal – Trendy, tech-savvy image appeals to younger adults.

Online + In-store Sales Potential – Ability to reach customers locally and nationally via e-commerce.

Community Engagement – Vape lounges or tasting bars can build strong customer relationships.

Weaknesses?

Regulatory Restrictions – Constantly changing laws on nicotine sales, packaging, and advertising.

Public Misconceptions – Some people still associate vaping negatively with smoking or health risks.

Dependence on Imports – Many vape products and e-liquids are imported, leading to supply chain risks.

High Competition – Many small vape shops and online retailers in the same space.

Inventory Management – Fast-changing product trends can cause stock obsolescence.

Opportunities?

Growing Market Demand – Increasing shift from smoking to vaping for harm reduction.

E-commerce Expansion – Online sales and delivery services can significantly boost revenue.

Private Labeling – Opportunity to create an in-house brand of e-liquids or vape gear.

Health Awareness Trends – Marketing vaping as a cleaner alternative.

Collaborations – Partnering with local cafés or events for brand visibility.

Diversification – Add disposable vapes

Threats?

Regulatory Crackdowns – Government bans, tax increases, or stricter sales rules.
Health Studies and Media Reports – Negative publicity can hurt consumer trust.
Economic Downturns – Reduced disposable income may cut non-essential purchases.
Changing Consumer Trends – Sudden shifts toward new devices or nicotine-free options.
Supply Chain Disruptions – Currency fluctuations or import delays increase costs

What is the reason for the sale?

Owner looking exit the business after 15 years in the Vape market.