



# BUSINESS REPORT

Date: **6th December 2025**

Business Reference: **37789**

About the Business:

## Boost Oxygen

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Boost Oxygen branded portable supplemental oxygen canisters. Product range is a widely used international brand and may be sold over the counter without a doctor's script. Currently the Owner can only give the product range part time attention due to other business commitments. The business offers distribution opportunities on a national basis. An ideal opportunity for an established agent who calls on pharmacy and health shop outlets to increase their product offering. A marketing initiative to concentrate

on more “on-line” selling also would contribute positively to the profitability. You also buy the sole import and distribution rights for Africa.

## Boost Oxygen



Sector: **Retail**

Asking Price:

R **170,000**

Monthly Profit:

R **0**

Asset Value:

R **0**

Stock Value:

R **998,856**

Yearly Net Profit :

R **0**



# Business Report

## Fully describe the business's activities?

Business Description – Boost Oxygen SA

Boost Oxygen SA is a fully operational Shopify-based e-commerce retail business specialising in the import, marketing, and nationwide distribution of portable, 95% pure supplemental oxygen canisters under the internationally recognised Boost Oxygen® brand from the USA.

The business operates as a modern, online-first retail model — customers purchase directly through the Shopify e-commerce store, which is fully integrated with a professional warehousing and courier partner. This integration ensures that all orders are automatically processed, picked, packed, and delivered directly to the customer's doorstep anywhere in South Africa, providing a seamless fulfilment and logistics chain.

Boost Oxygen SA's activities include:

Importation & Distribution – sourcing and managing shipments from Boost Oxygen USA, ensuring consistent stock levels and product compliance.

E-commerce Management – maintaining the Shopify platform, updating product listings, pricing, and promotional content.

Digital Marketing & Sales – running online campaigns through Google, Meta (Facebook/Instagram), and email marketing to drive brand awareness and online sales.

Wholesale Supply – servicing select retail and sports outlets, health and wellness centres, and adventure/sporting distributors across the country.

Customer Service – managing client inquiries, returns, and order tracking via the Shopify dashboard and linked CRM system.

Brand Expansion Opportunities – potential to scale product offerings into related wellness, travel, and sports recovery categories, leveraging existing e-commerce infrastructure.

This structure allows the business to operate with low overheads, automated systems, and high scalability potential, making it an attractive turnkey acquisition for an entrepreneur or investor seeking a ready-to-run, modern online retail operation in the health and wellness space.

## How long has the business been established?

Boost Oxygen SA has been established and trading since 2016

## How long has the owner had the business?

The Owner started the business in 2016.

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

Not much work is being done at present.

Online marketing needs to be carried out and cold calling to pharmacies needs to be done on a regular basis.

### How are the clients attracted to the business?

This product is unique and an OTC product, so no prescription is required.

### What Advertising/Marketing is carried out?

On-line marketing was done in the past.

### What competition exists?

The only competitor is prescription only.

### Are there up-to-date Management Accounts available?

Sales history report is available

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

Listings with retail pharmacy and health shops will increase distribution.  
This could be an ideal add on for an existing product range

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

The Owner is doing this on a part time basis.

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

100%

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

The only assets are the stock on hand.  
Available in 2 sku's.

## Strengths?

Strong brand affiliation with US parent.  
Portable and light weight to be carried around easily.  
Positive user reviews for energy/recovery.  
Ideal product to be listed in pharmacies and health shops

## Weaknesses?

Very limited distribution at present.  
Requires marketing spend.

## Opportunities?

Digital expansion through online marketing  
Ideal product for impulse sales at till points or high foot traffic areas.  
Health aid for sporting activities.

## Threats?

No known threats to this business.

## What is the reason for the sale?

The Owner is doing this on a part time basis and this business would benefit by having a dedicated person to drive it.

## Why is this a good business?

This was previously a successful business.  
The online sales structure is in place, but needs marketing.  
The business offers distribution opportunities on a national basis. An ideal opportunity for an established agent who calls on pharmacy and health shop outlets to increase their product offering.