



BUSINESS REPORT

Date: **8th December 2025**

Business Reference: **37369**

About the Business:

Retailer and Manufacturer of Jewellery. Durban Suburbs. Great Profits. Easy to Manage.

This well-run, profitable jewellery business is well-known and is the go-to business in Durban for many clients for customised and special pieces. Staff are knowledgeable, loyal and dedicated. This is the perfect business to walk into, manage and make great profits from day one.

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Sector: **Retail**

Asking Price:

R **2,200,000**

Monthly Profit:

R **129,516**

Asset Value:

R **495,000**

Stock Value:

R **2,000,000**

Yearly Net Profit :

R **1,554,194**



Business Report

Fully describe the business's activities?

The business operates as a Retail and Manufacturing Jewellery business in the Northern Suburbs of Durban.

How long has the business been established?

The business has been operating for nearly 30 years since 1997 and was established by the current owner.

How does the business operate on a daily basis?

The business has 10 staff members. The owner comes into the office at about 9.30 am and takes one day off per week. The owner generally oversees operations.

How are the clients attracted to the business?

Mostly by word of mouth due to long history and being well-known. Not much advertising is carried out all. New owners can definitely take this to another level with some marketing and advertising via social media etc.

What competition exists?

None really because of expertise of staff, pricing and being well-known.

What are the seasonal trends?

Christmas season is very busy with the rest of the year being very consistent from month to month.

What is the age analysis of the debtors book?

Mostly cash or card is paid by customers.

How could the profitability of the business be improved?

Some good social media marketing and advertising which is totally lacking currently.

What is the total staff complement?

There are 10 Staff Members plus the Owner. The staff list can be provided to qualified interested parties.

Do any receive special perks or incentives?

The staff may receive a bonus at year end at management's discretion.

Are they on contract?

Yes, the staff have letters of appointment.

Do any have management potential?

Yes, two front staff run the shop in the absence of the owner when she is on holiday or on her day off.

How involved is the Owner in running the business?

About 80% of the owner's time is spent in the business.

When does the current lease end?

The current lease ends at the end of Feb 2026.

Is there an option of renewal & what period?

Yes, there is an option for renewal for 3 years.

What are the trading hours?

Monday to Friday: 8.00 am to 5.00 pm.
Saturday 8.00 am to 1.00 pm.

What is the square meters of the business?

The premises are at 79 sqm.

Is a copy of the lease available?

Yes, a copy of the lease is available.

Do you require a licence?

Yes, licence to trade in gold.

What are the main assets of the business?

There is a full Asset List available to qualified interested parties.

What is their overall condition?

The Assets are in good condition and help produce the income.

Which assets are on lease/HP and with whom?

All Assets are fully paid for.

Are they presently insured?

Yes, the business as a whole is comprehensively insured.

Strengths?

Nearly 30 years of trading. Well-qualified and very loyal staff contribute to ensuring customers keep on returning. Well-known. Great and profitable history

Weaknesses?

None other than no real advertising takes place.

Opportunities?

Social media and advertising in general. Modernising of the design-side of the business.

Threats?

None really. The economy has never really affected this because it so solid and grounded.

What is the reason for the sale?

The owner wishes to retire.