Date: **16th August 2026**
Business Reference:**38390**

About the Business:

Bespoke Timber Manufacturing Business | 20-Year Track Record

An established specialist manufacturing business with approximately 20 years of trading history, offering a proven platform for an entrepreneur or investor seeking an operating business with further upside. The business manufactures bespoke timber products using an experienced artisan team and established production capabilities. It benefits from an established brand, extensive online presence, repeat customers and a payment-on-order model that supports healthy cash flow and limits debtor exposure. The current owner remains involved in management, but the role can be replaced by a dedicated manager, providing an opportunity for a more hands-off investor or strategic owner. Significant growth opportunities exist through improved lead follow-up, expanded digital marketing, trade partnerships and international sales. Previous international enquiries were received but not consistently pursued, presenting an attractive opportunity to develop an export revenue stream and earn income in global currencies. The sale is structured as a going concern, with the operating business, brand, website, machinery and relevant assets transferring to a new purchaser entity. Inventory is excluded and will be valued separately at completion.

Bespoke Timber Manufacturing Business | 20-Year Track Record

Sector: **Manufacturing**

Asking Price:

R **2,480,000**

Monthly Profit:

R **83,457**

Asset Value:
R **200,000**

Stock Value:
R **0**

Yearly Net Profit :
R **1,001,488**

Business Report

Fully describe the business's activities?

The business specialises in the manufacture and supply of bespoke, high-quality timber products, with a strong focus on standard and custom-designed and related wood-based products. Activities include design, production, finishing and delivery to customers.

The operation combines skilled craftsmanship with established production processes, enabling it to service individual, commercial and trade customers.

Its offering is differentiated through customised products, quality workmanship and the ability to produce items to specific customer requirements, creating opportunities for further growth through expanded product ranges, trade relationships and increased production capacity.

Sale Structure

The transaction will be structured as a going-concern sale, meaning the purchaser acquires the operating business rather than the existing legal entity.

The business will be transferred into a new entity established by the purchaser, including the relevant:

Brand and website
Machinery, equipment and other agreed assets
Customer relationships and goodwill
Operational processes and intellectual property
Relevant stock and business records

The existing entity, which contains unrelated business interests and properties, will not form part of the acquisition. This provides a cleaner transaction and allows the purchaser to acquire the operating business without unrelated historical activities or assets.

Inventory

Inventory will be excluded from the business purchase price and will be acquired separately by the purchaser.

Current estimated inventory value is approximately R300,000.
The final value will be determined by a physical stock count and valuation on the effective sale date.
The purchaser will pay the agreed inventory value separately from the purchase consideration.
This ensures the purchaser only pays for stock actually transferred at completion.

How does the business operate on a daily basis?

The business operates through an established workflow covering customer enquiries, quotations, order confirmation, production, quality control, finishing and delivery or collection.

Customer requirements are received and converted into quotations and confirmed orders.
Materials are procured and scheduled according to production requirements.
Skilled staff manufacture and finish products using established processes.
Completed orders undergo quality checks before dispatch.
Administration, purchasing, customer communication and scheduling support daily operations.

The business has established systems and processes, allowing the owner to oversee the operation rather than being involved in every production activity.

What Advertising/Marketing is carried out?

The business maintains an extensive online presence to generate awareness, attract new customers and support ongoing sales.

Professional website showcasing products, capabilities and completed work.
Online visibility designed to capture customers actively searching for relevant products.
Digital channels support customer enquiries and brand awareness.
Existing online content provides a strong foundation for further digital marketing initiatives.

The established online presence reduces reliance on traditional advertising and provides significant scope to expand reach through targeted digital campaigns, social media, SEO and direct online engagement.

What competition exists?

Competition exists from specialist timber manufacturers, custom framing businesses, furniture and woodwork manufacturers, as well as smaller independent craftsmen.

The market is fragmented, with competitors typically focusing on either:

Standard or mass-produced framing.
Bespoke products.
General custom woodwork and furniture.
Larger-scale timber manufacturing.

The business differentiates itself through its specialised product offering, bespoke manufacturing capability, established online presence and focus on quality craftsmanship. This positioning allows it to compete on value, customisation and service rather than price alone.

How could the profitability of the business be improved?

Profitability could be improved through stronger sales conversion, international expansion and increased utilisation of existing production capacity.

International enquiries have been received previously but were not consistently followed up. A structured international sales process could convert this into a new revenue stream.
International sales could provide access to customers paying in stronger global currencies.
Improved follow-up of enquiries and systematic lead management could increase conversion rates.
Targeted digital marketing to international markets could expand the customer base without requiring significant additional infrastructure.
Increasing repeat and trade customers could further improve production efficiency and margins.

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

The business operates with a lean and functional team:

2 × Artisans – Manufacturing, production, finishing and quality control.
1 × Manager / Owner – Operations, customer relationships, quotations, purchasing and production coordination.
0.50 × Administration / Finance / Shipping – Administration, invoicing, financial processing, documentation, dispatch and shipping.
0.25 × Digital Marketing – Part-time support for digital marketing, online advertising and campaign management.

This structure provides the core operational, administrative and marketing functions required to run the business efficiently.

How involved is the Owner in running the business?

The Owner is currently involved in the day-to-day management of the business, primarily overseeing:

Operations and production coordination
Quotations and order management
Purchasing and supplier relationships
General business oversight

The role is transferable and does not require the owner to remain permanently involved. A suitable full-time manager could take over these responsibilities at an estimated cost of approximately R30,000 per month, creating an opportunity for an investor or strategic buyer to acquire and operate the business with reduced owner dependency.

When does the current lease end?

The current premises arrangement would not necessarily form part of the going-concern transaction. The purchaser will need to secure suitable alternative manufacturing premises.

Approximately 150–200 m² would be suitable for manufacturing and production.
A smaller ±50 m² showroom at the current premises may potentially be negotiated, subject to agreement with the landlord.
The current rental budget of approximately R35,000 per month should provide sufficient scope to secure appropriate premises, depending on location and final requirements.
This provides flexibility for the purchaser to select a country wide premises suited to the future growth strategy.

What are the trading hours?

Normal business hours Monday to Saturday

What are the main assets of the business?

The main assets of the business include:

Woodworking machinery and production equipment used in manufacturing and finishing.
Supporting workshop equipment, tools and production infrastructure.
Established online brand and digital presence, including the business website and associated online marketing assets.
Customer-facing digital assets supporting enquiries and sales.

A detailed asset list will be made available to qualified buyers during due diligence, covering the tangible equipment and relevant digital assets included in the going-concern sale.

Strengths?

Established brand and online presence.
Bespoke, specialised product offering.
Skilled artisan production team.
Strong cash-flow profile with payment-on-order model.
Established customer base and repeat business.

Weaknesses?

Current owner remains involved in key management functions.
Manufacturing premises will need to be secured by the purchaser.
International enquiries have not been consistently followed up.

Opportunities?

Develop international sales and earn revenue in global currencies.
Expand digital marketing and online advertising.
Increase B2B, trade and repeat customer sales.
Improve production utilisation and management systems.

Threats?

Competition from local manufacturers and craftsmen.
Rising material, labour and logistics costs.
Economic pressure on discretionary consumer spending.

What is the reason for the sale?

The Owner has operated the business successfully for approximately 20 years and has reached a natural point at which to pursue a new chapter.

The primary reason for the sale is to move on from the business and focus attention on other investments and opportunities.

This represents a strategic lifestyle and investment decision rather than a distressed sale, providing an incoming purchaser with the opportunity to acquire an established operation with an existing brand, customer base, skilled workforce and proven market presence.