business
for sale

BUSINESS REPORT

Date: **17th October 2026**
Business Reference:**37615**

About the Business:

Upmarket retail gift boutique with online presence and wholesale component

A unique boutique offering both international and local brands with impressive growth potential. Operating since 2015, it has been charming customers with a carefully curated selection of products. With solid financials, efficient operations, and a skilled team already in place, it's primed for a new owner to expand. Perfect for entrepreneurs or investors seeking a profitable and fashionable business.

Upmarket retail gift boutique with online presence and wholesale component

Sector: **Retail**

Asking Price:

R **2,400,000**

Monthly Profit:

R **117,089**

Asset Value:
R 0

Stock Value:
R 950,000

Yearly Net Profit :
R 1,405,068

Business Report

Fully describe the business's activities?

A Distinctive House of International and Local Brands with Significant Growth Potential operating across retail, e-commerce and wholesale channels, offering a distinctive collection of carefully curated international and local brands. Renowned for quality, exclusivity and personalised service, the business specialises in:

- Exclusive French perfumes, luxury fragrances and home fragrance collections.
- Premium homeware, fine imported and local linens, decorative accessories and lifestyle products.
- Luxury gifting, including personalised consultations, corporate gifting and beautifully presented gift collections.
- An established retail presence, nationwide online shopping and a growing wholesale network offering significant expansion opportunities

How does the business operate on a daily basis?

The business operates through three complementary sales channels: a premium lifestyle retail store trading Tuesday to Sunday, an established e-commerce platform delivering nationwide, and a growing wholesale network supplying selected independent retailers.
The retail store offers a personalised shopping experience supported by knowledgeable staff, luxury gifting services and carefully curated collections. Daily operations include customer service, stock management, order fulfilment, merchandising and wholesale order processing.

What Advertising/Marketing is carried out?

Marketing activities include social media advertising, targeted promotional campaigns, new product launches, seasonal collections and exclusive in-store events. Product sampling, collaborations and personalised corporate gifting initiatives further support customer engagement and brand awareness.

What competition exists?

The business competes within the premium lifestyle, homeware, fragrance and gifting sectors. Its carefully curated house of brands, distinctive international product offering, established supplier relationships and personalised customer experience differentiate it from mainstream retailers and other independent boutiques

How could the profitability of the business be improved?

Significant opportunities exist to grow revenue and profitability through further development of the established wholesale network, expansion of online sales supported by targeted digital marketing, and increased brand awareness throughout South Africa.
Additional opportunities include new retail locations, selected pop-up events, corporate gifting partnerships and greater use of the existing customer database. Extended trading hours and optimisation of current operating structures could provide further opportunities for growth.

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

The business is managed by two owners with clearly defined responsibilities. One oversees marketing, brand development, visual merchandising, events and product selection, while the other manages finance, procurement, stock control and general operations.
They are supported by two full-time employees responsible for daily retail operations, customer service, sales, stock administration and order fulfilment, together with a part-time salesperson providing additional support during busy trading periods. External marketing expertise is utilised as required.
The established staffing structure supports the daily running of the business across its retail, online and wholesale activities.

Do any have management potential?

Yes, they do. The staff bring extensive retail experience and have received training during their time with the business.

How involved is the Owner in running the business?

The owners provide strategic oversight and are actively involved in purchasing, supplier relationships, financial management and brand development. Experienced staff manage many routine retail activities, providing an established operational foundation for a new owner to build upon.

When does the current lease end?

The lease was extended in April 2025 and is a three-year lease agreement.

What are the trading hours?

Tuesday to Friday 9 am to 5 pm
Saturday 9am to 4 pm
Sunday 9:30 am to 1:30pm
Monday closed

What are the main assets of the business?

The business's main physical assets include retail stock, shop fittings, furniture, display equipment, point-of-sale systems, computer equipment, and an integrated backup power system. Its commercial value also comes from an established trading history, customer database, e-commerce platform, supplier relationships, recognized market presence, and a developed wholesale customer network. A standout feature is its long-term partnership with a prestigious French fragrance house and the strong South African market presence built around its collections. The sale includes all shop fittings and furniture, point-of-sale equipment, inverter, generator, office furniture for the back-of-house, storage shelving, two cupboards, two desks, computers, printer, and kitchen equipment. Also included are the custom shop fittings with two antique tables, a handmade chandelier, and the custom-made Pierre Cronje oak shelving unit.

Strengths?

Established Business: Over a decade of successful trading, with an established reputation, loyal customer following and proven business model.
Distinctive House of Brands: A carefully curated portfolio of premium international and local brands, offering a differentiated lifestyle shopping experience.
Prestigious French Fragrance Partnership: A longstanding relationship with a renowned French perfume house, supported by years of brand development and established market awareness in South Africa.
Multiple Revenue Channels: An established physical retail store, nationwide e-commerce platform and growing wholesale network serving independent retailers.
Valuable Supplier Relationships: Established relationships with international and local suppliers providing access to distinctive and carefully selected products.
Premium Customer Base: A loyal and discerning clientele attracted by quality, exclusivity, personalised service and premium gifting.
Established Infrastructure: An equipped retail store, operational systems, experienced staff, active online platform and established supplier and customer networks.
Attractive Retail Location: A well-established Johannesburg high-street location with convenient access, parking and an appealing retail environment.
Significant opportunities to expand online sales, wholesale distribution, corporate gifting and additional retail locations

Weaknesses?

Owner Involvement: Certain strategic and management functions are currently performed by the owners, creating an opportunity for a new owner to implement additional management structures and delegate responsibilities.
Developing E-commerce Channel: While an established online platform is operational, its sales potential has not yet been fully realised.
Seasonal Retail Patterns: The business experiences normal seasonal fluctuations associated with premium retail and gifting, particularly around the year-end trading period.
Inventory Management: The extensive product range requires effective stock planning and inventory management to maintain product availability and stock efficiency.

Opportunities?

Wholesale Expansion: Further development of the existing wholesale network through additional independent retailers and strategic regional partnerships across South Africa.
E-commerce Growth: Significant opportunity to increase nationwide online sales through targeted digital advertising, improved customer conversion, direct marketing and greater use of the established customer database.
Additional Retail Locations: Potential to replicate the established retail concept in carefully selected locations, supported by the existing product portfolio and supplier relationships.
Corporate Gifting: Expansion of the luxury gifting offering to corporate clients, hospitality businesses and special events.
Brand Development: Increased market awareness through product launches, targeted collaborations, pop-up events and experiential marketing.
Operational Optimisation: Opportunities to review trading hours, streamline inventory management and introduce additional operational efficiencies.
Product Range Expansion: Further development of complementary premium product categories aligned with the business's established customer profile.

Threats?

As with other premium retail businesses, potential risks include changes in consumer spending, economic uncertainty, exchange-rate fluctuations affecting imported products and increasing competition from online retailers.
The business's diversified sales channels, distinctive product offering and established customer relationships provide a foundation from which to respond to changing market conditions

What is the reason for the sale?

After more than a decade of developing the business, the owners are looking towards retirement and wish to offer a new owner the opportunity to take the business into its next phase of growth