

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **22nd October 2026**
Business Reference: **38435**

About the Business:

Specialist lingerie and post-mastectomy practise situated in the Westrand

This is a trusted, niche practice dedicated to helping women find the perfect fit — whether they need everyday support, fuller figure lingerie, sports bras, or professional post mastectomy fittings. Founded in 1995, the business has built a strong brand and loyal client base by offering expert guidance, personalised fittings, and high-quality products that improve comfort, confidence, and quality of life. Buyer needs own

practise number or be able to obtain a practice number. There is a big opportunity to expand on the distribution to other medical professions. This has been ignored in the past few years

Specialist lingerie and post-mastectomy practise situated in the Westrand



Sector: **Services**

Asking Price:

R 853,000

Monthly Profit:

R 39,817

Asset Value:

R 0

Stock Value:

R 397,000

Yearly Net Profit :

R 477,802



Business Report

Fully describe the business's activities?

This is a specialist women's lingerie and post-mastectomy care business based in South Africa. It was founded in 1995 and focuses on improving the quality of life of women through professional bra fitting services, post-breast-surgery support products, and specialist lingerie solutions.

The business has two divisions: Firstly, the Breast care division that imports and distributes external Breast Prostheses and Prosthetic Bras. This department needs a practice number to operate. The seller also acts as distributor to other Orthotists, clinics and other medical practices. Secondly, the Fashion division that special in lingerie solutions for everyday wear.

How does the business operate on a daily basis?

A major part of the business is providing support to women who have undergone breast surgery. Most revenue is claimed from the medical aid and the business also acts as distributor. This part of the business is ready to scale and has been neglected in the last few years

They also operate a retail lingerie division that specialize in bras for petite woman, woman with a fuller figure, specializing in PLUS sizes, comfortable and supportive bras as well as fashionable and functional lingerie solutions across a wide size range.

What Advertising/Marketing is carried out?

Social media.

What competition exists?

Other importers of External Breast Prostheses and Post Mastectomy bras. There aren't many similar companies

On the fashion side, distributors of high-quality, high-end lingerie.

How could the profitability of the business be improved?

Since there is no "Middleman" and this business imports, it is easier to manage the profit margin. The owner establishes the end user (patient) price, as well as the selling price to the distributors.

Do any have management potential?

No.

How involved is the Owner in running the business?

The owner is actively involved in the running of the business.

When does the current lease end?

This is a work from home opportunity. Purchaser to have own premises or work from home

The business currently rents a space on month-to-month basis. This can be taken over.

What are the trading hours?

Monday to Friday 9am to 5pm. Saturday by appointment only

What are the main assets of the business?

Very little in terms of assets. This business can be run from where it is or relocated.

Strengths?

Established reputation since 1995 — more than 30 years of specialised service in post-mastectomy fittings and fuller-figure lingerie, creating strong brand trust and repeat clientele.

Dual business model — a medical-aid-registered post-mastectomy practice and a retail lingerie store, diversifying revenue streams and stabilising cash flow.

Highly specialised expertise — trained corsetiers rather than sales staff, offering personalised fittings and a differentiated customer experience.

Wide product range — extensive stock of prostheses, post-mastectomy bras, sports bras, swimwear, and sizes from 30A to 56J, addressing underserved markets.

Strong mission and patient-centric positioning — clear focus on improving quality of life for women after breast surgery, enhancing brand loyalty and emotional connection.

Niche market leadership — few competitors offer this level of specialised prosthetic fitting and fuller-figure lingerie expertise.

Potentially high geographic reach - distributors like Prosthesists, physiotherapists and pharmacies with clinics can do specialised fittings.

Weaknesses?

Founder-centric brand — business identity strongly tied to the founder, which may create succession or scalability risks.

Limited digital presence — website is informational but lacks modern e-commerce functionality, online booking, or digital marketing integration.

Stock-heavy model — “ample stock” approach increases working capital requirements and risk of slow-moving inventory.

Opportunities?

E-commerce expansion — online sales of bras, prostheses, and sportswear could unlock national reach and reduce reliance on physical foot traffic.

Medical partnerships — collaborations with surgeons, oncology centres, and hospitals could increase referral volumes.

Insurance/medical aid optimisation — strengthening medical aid relationships and claims processes could streamline patient onboarding and improve cash flow.

Educational content & workshops — webinars, breast health education, and fitting guides could position Comfit as a national authority.

Sports bra market growth — research-backed messaging around breast support during exercise can drive sales to active women.

Franchise or multi-branch model — strong niche positioning makes the business replicable in other metros.

Threats?

Increasing competition from online lingerie retailers offering wide size ranges and convenience.

Medical aid policy changes — reimbursement shifts could affect prosthesis and post-mastectomy bra sales.

Economic pressure on discretionary spending — lingerie and specialised fittings may be deprioritised during downturns.

Supplier dependency — reliance on brands like Glamorise and Anita, may expose the business to supply chain disruptions.

Technological expectations — competitors with modern digital booking systems, virtual fittings, or AI sizing tools may outpace Comfit’s current digital offering.

What is the reason for the sale?

Owner retiring

Why is this a good business?

This is a long-standing business with an established reputation with a dual business model. This business offers a personalised service during difficult times focused on improving quality of life for women. Coupled with a wide product range and Retail arm, this business can be scaled by collaborations with surgeons, oncology centres, hospitals and clinics.