business
for sale



BUSINESS REPORT

Date: **12th November 2026**
Business Reference:**BFS00483**

About the Business:

An Established Premium Activewear E-commerce Business

An excellent opportunity to acquire an established premium activewear brand, trading since 2008.

Known for its excellent quality, exclusive prints and stylish, functional designs, all products are locally

designed and manufactured in Cape Town.

The business offers attractive retail margins, established suppliers and an existing online presence.

Further growth opportunities include online marketplaces, digital marketing and pop-up retail.

An Established Premium Activewear E-commerce Business



Sector: **Retail**

Asking Price:

R 850,000

Monthly Profit:

R 0

Asset Value:
R 0

Stock Value:
R 55,000

Yearly Net Profit :
R 0

Business Report

FINANCIAL INFORMATION

Asking Price : R850 000 Excluding Stock and VAT

Stock : Approximately R50 000

Owner-Operated Business

BUSINESS OVERVIEW

An excellent opportunity to acquire an established premium activewear brand, trading since 2008, specialising in the design and online retail of high-quality fitness and athleisure apparel.

The product range caters to runners, gym enthusiasts, yogis and consumers seeking stylish, comfortable and functional activewear.

The brand is distinguished by its excellent product quality, exclusive in-house print designs, durable performance fabrics and practical garment features. All products are designed and manufactured locally in Cape Town, ensuring consistent quality control and brand integrity.

Operating through an established e-commerce platform, the business benefits from attractive retail margins, low product return rates and an established customer base.

Its flexible local manufacturing arrangements allow production quantities to be split across different prints and sizes, supporting efficient stock management without requiring excessive upfront investment.

KEY FACTS:

- Trading since 2008 – an established brand with an existing market presence
- Excellent product quality and exclusive designs
- Attractive retail margins
- Locally manufactured products with established suppliers
- Significant opportunity to grow through marketplaces, digital marketing and pop-up retail

GROWTH OPPORTUNITIES & IDEAL BUYER

- Online Marketplaces: Reintroduce sales on Marketplace, Amazon and Superbalist.
- Pop-up Shops: Explore temporary retail opportunities at shopping centres, fitness events and lifestyle markets.
- Product Development: Introduce fresh, exclusive print designs and maintain consistent stock levels.
- Digital Marketing: Expand Google, Facebook and Instagram advertising, supported by TikTok and regular email newsletters.
- Online Growth: Improve website SEO and utilise AI tools to enhance marketing, content creation and business efficiency.

With renewed marketing focus, improved stock availability and additional sales channels, a new owner has an opportunity to grow the established brand and increase revenue.

REASON FOR SELLING

The owner's increasing involvement in the expanding family business has created an opportunity for a new owner to take over an established brand and unlock its growth potential through renewed focus, energy and marketing initiatives.