business
for sale



BUSINESS REPORT

Date: **31st October 2026**
Business Reference:**37351**

About the Business:

Easy to run business in high traffic location

Established bed shop offering a range of affordable quality beds and related items as well as wholesale trade. In a prominent position in an affluent area. A huge opportunity in retail.

Easy to run business in high traffic location

Sector: **Retail**



Asking Price:

R 800,000

Monthly Profit:

R 30,032

Asset Value:
R 608,634

Stock Value:
R 100,000

Yearly Net Profit :
R 360,382

Business Report

Fully describe the business's activities?

The business retails beds, headboards, pillows, linen and related bedding requirements to the public. It also wholesales beds, pillows and collateral accessories to the medical fraternity who recommend its sleep products.

How does the business operate on a daily basis?

From a retail perspective, the business stocks a range of quality and affordable bespoke bed sets and accessories which address the comfort needs of all households as well as a range for those requiring therapeutic sleep surfaces under the direction of a medical practitioner. From a wholesale perspective, the business supplies therapeutic sleep surfaces and related items directly to medical professionals for resale. The business operates a point of sale system which automatically updates stock holding after each transaction and eliminates ant possibility of stock shrinkage.

What Advertising/Marketing is carried out?

Currently publicity is driven by word of mouth recommendation and a website presence. A new website has recently become operational which will assist in creating greater awareness of the business. In addition the business is located in a high traffic location facing a parking lot and at the entrance to a major national retail chain.

What competition exists?

In the broader neighbourhood there is one other bed store. However, the business for sale carries a range of specialist therapeutic products with little or no competition and other unique bedding brands not generally available in most other bed stores.

How could the profitability of the business be improved?

Profitability could be improved by stimulating demand for the products, such as:
- targeting relevant medical practices for endorsement and recommendation
- increasing the social media presence of the business
- launching an online sales portal and fulfilment service
- mining current and past customer databases
- extending credit terms through an association with a credit provider
employing a dedicated salesperson

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

Both husband and wife are responsible for sales, administration, stock control, procurement, marketing and finance.
The sales assistant handles sales to the public on a daily basis

Do any have management potential?

The sales assistant is being trained to manage the business independently and currently fills this role when the owners are absent

How involved is the Owner in running the business?

Both are totally involved in running the business, working alternate days.

When does the current lease end?

October 2028

What are the trading hours?

Weekdays 9h00 - 18h00
Saturday 9h00 - 17h00
Sunday 9h00 - 16h00

What are the main assets of the business?

Fittings and fixtures
Stock currently valued at R100k. Stock value will be assessed on date of sale.
Brand reputation or goodwill
Databases
Access to location
Point of sale system

Strengths?

Easy to manage and run
Established Medical professional endorsement or referral
Successful track record or goodwill
Access to databases of proven buyers
Location of store in shopping node
Location of node in affluent neighbourhood
Point of sale system provides incremental security in addition to streamlining operations

Weaknesses?

No evident weaknesses

Opportunities?

Exploit marketing opportunities presented by social media
Build relationships with relevant medical practitioners
Establish an online catalogue and fulfilment service
Employ sales focused staff
Develop Linkages to businesses selling collateral products and services

Threats?

General economic conditions
Competitive activity

What is the reason for the sale?

Owner wishes to retire