



# BUSINESS REPORT

Date: **7th December 2025**

Business Reference: **37468**

About the Business:

## Ethical Eco-Homeware Business with Global Exports – For Sale

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Eco homeware brand for sale. SA-made, exported to USA/UK/Canada. Includes store, warehouse, team & IP. Unique products, fair trade, scalable business. Cape Town, selling price: R7.2 M inclusive of stock, average monthly net profit R 205K, average GP Margin 77%.

# Ethical Eco-Homeware Business with Global Exports – For Sale



Sector: **Retail**

Asking Price:

R **6,556,110**

Monthly Profit:

R **205,401**

Asset Value:

R **260,567**

Stock Value:

R **643,890**

Yearly Net Profit :

R **2,464,813**



# Business Report

## Fully describe the business's activities?

Established in South Africa in 2012, an innovative and purpose-driven company specializing in the design and manufacture of eco-friendly household essentials. This well-established business is best known for creating the world's first breathable fabric dish cover, a product that has earned them an international reputation for originality, practicality, and sustainability. Product range includes: Dish Covers (flagship product), Reusable Shopping Bags, Lunch & Picnic Accessories, Pot Holders & Oven Mitts, Eco Cleaning Swaps, Tea Towels, Body Care & Decor Items.

All products are designed and produced in South Africa, using environmentally conscious practices and fair trade principles. This business empowers local communities and supports long-term employment and skills development, with all core staff and designers on board since 2020.

## How long has the business been established?

2005/2012

## How does the business operate on a daily basis?

Production & Assembly  
Retail Sales  
Online Sales & Order Fulfillment  
Export & International Wholesale  
Design & Product Development

## How are the clients attracted to the business?

A combination of authentic storytelling, strong brand values, and a high-quality product range. The business appeals to environmentally conscious consumers and retailers by:

Promoting its eco-friendly, fair-trade ethos across all channels.

Leveraging a visually appealing online store and active social media presence to reach global audiences.

Maintaining a popular physical retail location at the Watershed (V&A Waterfront) with high tourist and local foot traffic.

Building long-term wholesale relationships with ethical retailers in the USA, Canada, and UK.

Relying on word-of-mouth, press features, and product uniqueness to drive organic growth and customer loyalty.

## What Advertising/Marketing is carried out?

Authentic brand storytelling, sustainability messaging, and visual appeal, with a strong emphasis on digital and organic growth.

### 1. Digital Marketing.

Social Media: Active on Instagram and Facebook, showcasing product use, behind-the-scenes production, and lifestyle content aligned with eco-conscious living.

E-Commerce SEO: The website is optimized for search engines to attract organic traffic searching for sustainable homeware and gifts.

### 2. Content Marketing

Blog/Articles: Occasional storytelling content that shares the mission, values, and benefits of using eco-products.

### 4. Retail Foot Traffic & In-Person Visibility

The store serves as both a sales point and brand experience hub, attracting local and international customers through. Word-of-mouth from happy tourists and locals. Exposure in a premium retail environment that attracts ethically minded shoppers.

### 5. Wholesale Outreach

Direct marketing to ethical retailers

## What competition exists?

Niche market of sustainable, handcrafted household products, where competition exists but is relatively limited due to its early-mover advantage, product uniqueness, and strong brand identity.

## How could the profitability of the business be improved?

### 1. Scale International Wholesale & B2B Sales

### 2. Strengthen Online Sales Channel

### 3. Streamline Production & Supply Chain

### 4. Expand Product Bundles & Upsells

### 5. Licensing or Franchising the Concept

### 6. Better Use of Data & Customer Insights

### 7. Corporate & Institutional Sales: gifting programmes, hotels, and wellness brands.

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

General Manager

Supply chain admin

Production/E-operations

Branding/Sales

2 Sales staff

Length of service: since 2020

## How involved is the Owner in running the business?

General Manager is running business

## When does the current lease end?

End of August 2025: potential to extend

## What is the annual escalation %?

8 %

## What is the square meters of the business?

240 sqm - warehouse, lease ends 31 of October 2025 - option to extend  
14,5 sqm - store, lease ends 31 of august 2025 - option to extend

## What are the main assets of the business?

Asset list available

## Strengths?

- 1. Established Brand & First Mover Advantage**  
Business created the first breathable fabric dish cover in 2012 and is widely recognized in its niche.
- 2. Unique, Eco-Friendly Product Range**  
Diverse offerings such as dish covers, tea towels, lunch bags, and eco-cleaning swaps appeal to conscious consumers.
- 3. Fair Trade & Local Production**  
All products are handmade in South Africa by a skilled and loyal team, ensuring quality and ethical sourcing.
- 4. Proven International Sales Channels**  
Products are successfully exported and sold in the USA, Canada, and the UK, with established logistics and tariff optimization.
- 5. Experienced Team**  
Core staff have been with the business since 2020, and designers are on board to ensure consistent innovation and quality.
- 6. Highly Organised & Financially Transparent**  
Clean management accounts, professional bookkeeping, and a strong operational structure in place.

## Weaknesses?

Underutilized Marketing Potential  
Strong brand story and product appeal not fully leveraged through paid digital marketing or influencer campaigns.

## Opportunities?

### 1. Expand Global Wholesale & B2B Markets

High demand in North America and Europe for sustainable homeware and gift products.

### 2. E-Commerce Growth

Potential to grow online sales through SEO, influencer partnerships, and targeted digital advertising.

### 3. Product Innovation & Limited Editions

Launch seasonal or co-branded lines to create urgency and brand buzz.

### 4. Corporate Gifting & Subscription Box Partnerships

Attractive opportunity to enter new verticals with eco-conscious companies and platforms.

### 5. Franchising or Licensing

unique brand, story, and designs could be franchised or licensed in other countries.

## Threats?

### 1. Increasing Global Competition

Rising number of sustainable product brands in international markets may reduce product uniqueness over time.

### 2. Loss of Experienced Manager in South Africa

Operational disruption if a capable replacement is not appointed promptly.

### 3. Copycat Products

Imitation by competitors using cheaper, less ethical production methods could dilute the market.

## What is the reason for the sale?

The founder is based in Canada and has decided to step away from the operational side of the business. With a key Cape Town Manager leaving at the end of August, this creates a perfect transition opportunity for a new owner to step in and grow an already thriving enterprise.