

**business**  
for sale



Date: **12th March 2025**  
Business Reference: **35769**

About the Business:

**Manufacturer: Lighting, homeware, and decor items**

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Business based in Gauteng. Manufacture per order. Some of the Retailers include: - Takealot - Builders Warehouse - Chamberlains - Metro - Leroy Merlin - Ericson\'s and more

# Manufacturer: Lighting, homeware, and decor items



Sector: **Manufacturing**

Asking Price:

**R 4,000,000**

Monthly Profit:

**R 170,745**

Asset Value:

**R 1,735,410**

Stock Value:

**R 1,000,000**

Yearly Net Profit :

**R 2,048,938**



# Business Report

## Fully describe the business's activities?

Manufacturer of lighting, homeware, and decor items.

While operating a small retail shop for its products and other suppliers, the business primarily specializes in designing, creating, and manufacturing products tailored for retailers.

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

The business creates, designs, and manufactures products per order for major retailers in South Africa. Consistently creating fresh and new designs to align with evolving market trends.

## What Advertising/Marketing is carried out?

Website

Signage board in front of the factory

Third-party representatives sell their products to independent retailers.

E-commerce and online sales

Printed advertising

## What competition exists?

The owner has only identified 3 competitors, none of them based in Gauteng.

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

- Increase the Sales of the Business
- Price Sensitive
- Increase online presence and sales
- New product lines

Broker Note:

Owners' drawings and personal expenses.

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

1 x Admin / Office  
1 x Online Management  
2 x Drivers  
1 x Production Manager  
2 x Supervisor

Remainder of the staff is part of the factory / manufacturing division of the business.

## Do any have management potential?

Yes - The owner has managers and supervisors in place.

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

The owner is involved in the day-to-day activities of the business.

## When does the current lease end?

The owner owns the property.

## What are the trading hours?

Monday - Friday 08:00 - 17:00 (Manufacturing/Factory)  
Saturday: 08:00 - 13:00 (Retail Shop)

## What are the main assets of the business?

The owner has provided us with a complete asset list for the business available on request.

## Strengths?

- Reputable and well-known name in the industry
- Good relationship with their client
- Solid retail customer base across (National clients)
- Asset base
- Unique product base

## Weaknesses?

- Manual labour remains a requirement for the very nature of the product lines.
- Too much focus on only certain product lines. Scope to expand the range.
- Dependency on wholesalers for sales/distribution and not enough online presence.

## Opportunities?

- Lots of opportunities to increase online sales.
- Expanding the product range.
- Targeting the hospitality industry.

## Threats?

- Staff management is crucial

## What is the reason for the sale?

The owner has reached retirement age and wishes to sell the business.