



BUSINESS REPORT

Date: **18th September 2025**

Business Reference: **37695**

About the Business:

Established Blinds, Curtains, Awnings & Flooring Business with Skilled In-House Manufacturing Team

Located in Stellenbosch / Somerset West area. A trusted provider of blinds, curtains, awnings, and flooring, this business combines in-house manufacturing, retail, and professional installation under one roof. Serving both residential and commercial clients, it benefits from repeat business, trade referrals, and

strategic partnerships with interior designers. Well-managed with experienced staff, the business is fully operational and ready for a new owner to step in and continue its growth trajectory.

Established Blinds, Curtains, Awnings & Flooring Business with Skilled In-House Manufacturing Team



Sector: **Manufacturing**

Asking Price:

R 5,900,000

Monthly Profit:

R 168,583

Asset Value:

R 1,000,000

Stock Value:

R 0

Yearly Net Profit :

R 2,023,000



Business Report

Fully describe the business's activities?

The business operates as a specialist provider in the window and interior coverings sector. Its activities span across MANUFACTURING, RETAIL, AND INSTALLATION, ensuring full control of quality and service delivery.

MANUFACTURING

The business designs and produces a wide variety of blinds, curtains, and awnings, tailored to meet client specifications. This in-house capability allows for flexibility, competitive pricing, and consistent quality standards.

RETAIL

Alongside its manufactured products, the company also sources complementary items such as shutters, flooring, and carpets from trusted suppliers. These are offered as part of a complete interior solution, giving customers a one-stop shop experience.

INSTALLATION SERVICES

A skilled installation team ensures professional fitting of all products, from blinds and curtains to awnings, shutters, carpets, and flooring. This adds significant value by combining product supply with turnkey service delivery.

The combination of MANUFACTURING expertise, RETAIL offerings, and INSTALLATION SERVICES positions the business as a comprehensive solution provider in the home and office improvement market. Customers benefit from a seamless process—from design and product selection to final installation—driving repeat business and strong referrals.

DISCLAIMER

THE FINANCIALS HAVE BEEN DERIVED FROM THE OWNER'S UNDERSTANDING OF HIS RECORDS. UPDATED FINANCIAL STATEMENTS FROM HIS ACCOUNTANT WILL BE MADE AVAILABLE IN DUE COURSE.

How does the business operate on a daily basis?

DAILY OPERATIONS

The business follows a structured yet hands-on management style to ensure smooth delivery across all departments. On a daily basis, the owner and management team:

MANAGE STAFF – Oversee a skilled team handling PRODUCTION, SALES, ADMINISTRATION, and INSTALLATIONS, ensuring workflows are efficient and customer commitments are met.

OVERSEE SALES – Track new ENQUIRIES, QUOTATIONS, and ORDERS while guiding the SALES team to maintain strong conversion rates and consistent pipeline growth.

SUPERVISE PRODUCTION – Monitor the in-house MANUFACTURING of BLINDS, CURTAINS, and AWNINGS, ensuring high-quality output and timely delivery.

CUSTOMER INTERACTION – Welcome and assist WALK-IN CUSTOMERS at the SHOWROOM, provide PRODUCT ADVICE, and ensure a professional SERVICE EXPERIENCE.

PROJECT COORDINATION – Manage INSTALLATIONS and SERVICE SCHEDULES, making sure each JOB is delivered to standard and on time.

This daily rhythm allows the business to maintain HIGH-QUALITY STANDARDS, deliver EXCELLENT CUSTOMER SERVICE, and secure REPEAT BUSINESS while driving NEW SALES GROWTH.

What Advertising/Marketing is carried out?

The business leverages SOCIAL MEDIA platforms to showcase products, promotions, and completed projects, engaging both residential and commercial audiences. This presence helps attract NEW CLIENTS while reinforcing the brand with existing customers.

Marketing efforts focus on VISUAL CONTENT that highlights product quality, installation expertise, and design solutions, positioning the business as a trusted provider in the window and interior coverings market. Combined with WORD OF MOUTH, REFERRALS, and RECURRING BUSINESS, these marketing activities create a balanced and effective strategy that drives enquiries and supports sustained growth.

What competition exists?

The business operates in a competitive market with other suppliers of blinds, curtains, awnings, shutters, and flooring. Competitors range from large national chains to smaller local providers.

A key differentiator is that a SIGNIFICANT PORTION OF PRODUCTS ARE MANUFACTURED IN-HOUSE by a HIGHLY SKILLED, QUALITY-FOCUSED MANUFACTURING TEAM, ensuring superior standards and bespoke solutions that many competitors cannot match.

Combined with FULL SERVICE INSTALLATION, strong CUSTOMER SERVICE, and established RELATIONSHIPS WITH INTERIOR DESIGNERS AND DEVELOPERS, these advantages create a COMPETITIVE EDGE, allowing the business to retain a loyal customer base and secure repeat and referral business despite a crowded market.

The combination of a trusted REPUTATION, QUALITY PRODUCTS, and a seamless TURNKEY SERVICE continues to position the business ahead of most competitors in its region.

How could the profitability of the business be improved?

The business has STREAMLINED ITS SUPPLY CHAIN OVER THE YEARS and is operating close to OPTIMAL COST SAVINGS by dealing DIRECTLY WITH MANUFACTURERS and bypassing the MIDDLE-MAN.

Further opportunities to improve profitability include negotiating volume discounts, expanding in-house manufacturing for additional products, or sourcing complementary items directly from trusted suppliers. These strategies could enhance MARGINS while maintaining competitive pricing and service quality.

Combined with a loyal CUSTOMER BASE and strong IN-HOUSE MANUFACTURING, the business is well positioned to grow profits efficiently without significant new investment.

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

The business is supported by a skilled and experienced team across key functions, ensuring smooth daily operations and high-quality service delivery:

RECEPTIONIST – Manages front-of-house, handles enquiries, and provides administrative support.

SHOP SALES – Dedicated staff assisting walk-in customers and showroom clients.

OUTSIDE SALES REPRESENTATIVES (2) – Manage client relationships, generate quotations, and secure orders from external clients.

INSTALLATION TEAMS (2) – Skilled teams responsible for on-site installation of blinds, curtains, awnings, shutters, carpets, and flooring.

WORKSHOP STAFF (2) – Handle in-house MANUFACTURING, product preparation, and quality control.

Most team members have LONG-TERM SERVICE WITH THE BUSINESS, providing consistency, expertise, and strong knowledge of customer preferences and operational processes. This structure allows the business to efficiently manage PRODUCTION, SALES, CUSTOMER SERVICE, and INSTALLATION while maintaining high standards across all areas.

Do any have management potential?

The business has **STRONG INTERNAL MANAGEMENT POTENTIAL**, with **FOUR TEAM MEMBERS** capable of taking on greater responsibility and contributing to operational leadership. For long-term succession, the **OWNER COULD BE REPLACED BY A GENERAL MANAGER**, allowing the business to continue running efficiently without direct day-to-day involvement. This provides an ideal opportunity for an investor or buyer seeking a **TURN-KEY OPERATION** with a capable team already in place to maintain production, sales, and customer service standards.

How involved is the Owner in running the business?

The **OWNER IS FULLY INVOLVED** in the day-to-day running of the business, overseeing **STAFF MANAGEMENT, SALES, PRODUCTION, AND CUSTOMER RELATIONSHIPS**. For a prospective buyer, the **OWNER CAN BE REPLACED BY A GENERAL MANAGER** at an estimated cost of **R600,000**, allowing the business to operate efficiently without the owner's daily oversight. This structure ensures a smooth transition and presents an opportunity to acquire a **TURN-KEY OPERATION** with strong systems and experienced staff already in place.

When does the current lease end?

The business operates from premises under a lease that **ENDS IN 2 YEARS**, with an **OPTION TO PURCHASE** the property. This provides flexibility for a new owner to either continue leasing in a well-established location or secure long-term ownership, depending on strategic plans. The location supports **SHOWROOM TRAFFIC, INSTALLATION OPERATIONS**, and overall business continuity.

What are the trading hours?

Mon - Fri 08:00 - 17:00
Sat 08:00 - 13:00

What are the main assets of the business?

The business includes a range of valuable assets essential to daily operations and service delivery:

- VEHICLES** – Used for installations, deliveries, and site visits.
- FURNITURE AND FITTINGS** – Showroom and office furniture supporting operations and customer engagement.
- DISPLAY ITEMS** – Product displays, samples, and showroom materials that enhance the client experience.
- SPECIALISED FITTING SCARES** – Tools and equipment required for professional installation of blinds, curtains, awnings, shutters, carpets, and flooring.

These assets are well-maintained and integral to ensuring **HIGH-QUALITY SERVICE DELIVERY**, operational efficiency, and a seamless customer experience.

Strengths?

- IN-HOUSE MANUFACTURING with a HIGHLY SKILLED TEAM, ensuring quality and bespoke solutions.
- Strong REPUTATION and WORD OF MOUTH REFERRALS.
- Established relationships with INTERIOR DESIGNERS, DEVELOPERS, and repeat clients.
- Comprehensive TURN-KEY SERVICE including MANUFACTURING, RETAIL, AND INSTALLATION.
- Loyal, experienced STAFF across all key functions.

Weaknesses?

- Current owner is involved in daily operations, requiring replacement for a fully passive ownership.
- Some reliance on OUTSIDE SALES and WALK-IN TRAFFIC for consistent enquiries.

Opportunities?

- Expanding CONTRACT WORK with developers and large-scale projects.
- Increasing DIGITAL MARKETING AND SOCIAL MEDIA PRESENCE to attract new client segments.
- Potential to delegate management to a GENERAL MANAGER, allowing growth or partial owner exit.

Threats?

- Competitive market with local and national suppliers of BLINDS, CURTAINS, AWNINGS, SHUTTERS, AND FLOORING.
- Fluctuations in building and renovation trends could impact demand.
- Potential staffing changes may affect SERVICE DELIVERY if not managed carefully.

What is the reason for the sale?

After successfully running the business for over 40 YEARS, the OWNER IS LOOKING TO RETIRE. The sale presents an opportunity for a new owner or investor to step into a well-established, TURN-KEY OPERATION with a loyal customer base, experienced staff, and strong systems already in place, ensuring continuity and growth potential.