



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37468**

About the Business:

Ethical Eco-Homeware Business with Global Exports – For Sale

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.