

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

# BUSINESS REPORT

Date: **3rd October 2025**

Business Reference: **37690**

About the Business:

## Established Wildlife Feed Brand Seeking New Owner

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This well-established bird feed business offers a loyal customer base, streamlined production, and strong brand recognition in the eco-conscious pet and wildlife market. Ideal for entrepreneurs or nature enthusiasts looking to step into a profitable, purpose-driven venture.

# Established Wildlife Feed Brand Seeking New Owner



Sector: **Retail**

Asking Price:

R **797,560**

Monthly Profit:

R **34,065**

Asset Value:

R 0

Stock Value:

R 20,000

Yearly Net Profit :

R 408,774



# Business Report

## Fully describe the business's activities?

This business offers handcrafted suet balls, slabs, and seed cakes made from all-natural ingredients, designed to attract and nourish wild birds. Loved by bird enthusiasts and their feathered visitors alike, these products are known for their quality, sustainability, and charm—often paired with beautiful feeders made from recycled materials.

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

All products are handcrafted using all-natural ingredients, including suet, seeds, and peanuts. The business produces a variety of products such as suet balls (in multiple sizes), suet slabs, and wild seed feeders. These are prepared in batches, based on demand and stock levels. Orders are taken via WhatsApp and social media platforms, particularly Facebook, where product listings and pricing are actively promoted. This indicates a strong emphasis on community engagement and direct communication with customers. Many of the feeder holders are handcrafted from recycled materials, reflecting a commitment to sustainability and artisanal quality.

## What Advertising/Marketing is carried out?

Facebook posts, WhatsApp and market stalls

## What competition exists?

The business is actively competing in a growing niche market. The business appears to differentiate itself through:

Handcrafted, natural products

Direct customer engagement via WhatsApp and social media

Locally made feeder holders from recycled materials

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

Build a structure to expand market presence.

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

The owners play an active role in running the business.

## What are the main assets of the business?

- Templates for bird feeders
- Basic Hand tools
- Suet
- Recipes for suet balls and molds
- Client list
- Recipe to run the business
- 6 months handover
- 1x Casebos

## Strengths?

- The business offers a wide range of bird-related products, including:
- Suet balls (various sizes)
- Suet slabs
- Wild seed feeders
- Wooden and wire feeder holders
- Peanuts (1kg and 2kg)
- The Quality and pricing
- Strong loyal following
- Decorative and functional garden items like bird baths and rain gauges

## Weaknesses?

- Number of employees, two being the owners

## Opportunities?

- Monthly sales data shows consistent and growing demand, especially in colder months.
- Opportunities exist to:
- Expand into retail or online sales
- Offer subscription boxes for regular customers
- Partner with garden centers or pet stores
- Develop branded feeders or gift sets.

## Threats?

- Local economic trends

## What is the reason for the sale?

The owners are planning to retire and relocate to the coast.