

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **25th July 2025**

Business Reference: **37507**

About the Business:

Upmarket Ladies Boutique – Popular Swimwear & Holiday Fashion

This boutique retail store specialises in elegant swimwear, beachwear, and holiday fashion for women, offering a carefully selected range of local and imported labels. Known for its personalised service and high-quality collections, the store attracts both loyal regulars and seasonal shoppers. Located in a high-visibility area with strong footfall, the shop is beautifully branded and thoughtfully laid out—ready for a

new owner to step in with minimal effort. This is a fantastic opportunity for a fashion-forward entrepreneur or someone seeking a lifestyle business with creative flair. All operational systems, supplier relationships, and stock management processes are in place.

Upmarket Ladies Boutique – Popular Swimwear & Holiday Fashion



Sector: **Retail**

Asking Price:

R 1,800,000

Monthly Profit:

R 70,282

Asset Value:

R 673,930

Stock Value:

R 1,000,000

Yearly Net Profit :

R 843,378



Business Report

Fully describe the business's activities?

The boutique focuses on high-margin beach lifestyle apparel, swimwear, and footwear, currently the best-selling categories by turnover.

It offers a curated selection of seasonal fashion, beachwear, and sandals, appealing to style-conscious, coastal-living customers. Stock is updated regularly to match demand, especially in summer.

Strong supplier ties and effective merchandising support repeat sales and high profitability. The relaxed in-store experience aligns with the boutique's beach lifestyle brand.

How does the business operate on a daily basis?

The boutique operates from a well-located retail space with consistent foot traffic. It opens seven days a week. A small, trained team manages sales, merchandising, customer service, and stock control.

Daily tasks include restocking shelves, processing sales through the POS system, assisting customers, and maintaining the store's visual appeal. Stock levels are monitored closely to ensure top-selling items are always available, with orders placed as needed.

The owner is involved in buying, supplier coordination, and overall oversight but is not required on-site full time. The team is capable of running day-to-day operations independently.

A loyal customer base, combined with seasonal tourist traffic, supports consistent in-store sales. Promotions and new product arrivals are managed through in-store displays and word-of-mouth marketing.

What Advertising/Marketing is carried out?

The boutique relies primarily on organic foot traffic, word-of-mouth referrals, and its high-visibility retail location for customer acquisition. Its stylish window displays and attractive interior layout play a key role in drawing walk-in customers.

While the store itself does not run standalone advertising campaigns, it benefits from brand exposure through the website and social media, which promote the broader product range and lifestyle image.

Occasional seasonal promotions or in-store specials are used to drive sales during peak periods, but the business has grown largely through its reputation, loyal customer base, and its alignment with the coastal lifestyle it represents. There is untapped potential to expand reach through dedicated digital marketing or local partnerships.

What competition exists?

The boutique enjoys a unique competitive advantage as the only beach lifestyle apparel store in the mall. This exclusivity allows it to capture a niche market without direct in-centre competition for its product range.

While other clothing retailers may exist nearby, none offer the same curated selection of beachwear, swimwear, and footwear, nor do they cater specifically to the coastal lifestyle segment. This positions the business as the go-to destination for both locals and tourists seeking quality, seasonal fashion in a convenient location.

Its established presence, loyal customer base, and differentiated offering further reduce the impact of any external competitors outside the immediate area.

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

Assistant Manager
2 x Senior Sales Assistants
1 x Sales Assistant

When does the current lease end?

31 October 2026

What are the trading hours?

09:00 - 18:00 depending on season

What are the main assets of the business?

Actual Shop fit is the majority, as well electronic office equipment

Strengths?

- Positioned at the main entrance of the mall on the left-hand side — a key advantage, as shoppers naturally enter on the left and see the shop first
- Exclusive beach lifestyle apparel retailer in the mall
- Prime location with strong foot traffic
- High-margin, in-demand product categories
- Established brand reputation and loyal customer base
- Experienced, trained staff managing daily operations

Weaknesses?

- Seasonal fluctuations in sales, with slower winter months
- Reliance on physical foot traffic, limited standalone marketing
- Owner involvement needed for buying and supplier management

Opportunities?

- Opportunities exist to expand and diversify the offering by introducing health-focused items such as juices, smoothie bowls, and a basic café menu.
- Expand marketing efforts, including digital and local partnerships
- Introduce complementary product lines or services
- Acquire the online shop to increase revenue streams
- Leverage tourist seasons with targeted promotions

Threats?

- Economic downturns affecting discretionary spending
- Changing fashion trends impacting stock desirability
- Mall foot traffic variability due to external factors

What is the reason for the sale?

The owner is relocating to Bali to embrace a new lifestyle and launch an inspired brand and store. Selling the boutique is a key part of this transition.