



# BUSINESS REPORT

Date: **19th August 2025**

Business Reference: **BFS11278**

About the Business:

## Established Furniture Business for Sale – InnoFurn

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InnoFurn is a well-established and fast-growing furniture business based in South Africa. We supply high-quality furniture through multiple sales channels, including our online store [www.innofurn.shop](http://www.innofurn.shop), Leroy Merlin, and soon on Takealot.

The business is now available for full acquisition, offering the buyer 100% ownership of the brand, operations, assets, and growth potential. This includes an established showroom and workshop in Johannesburg, supplier agreements, exclusive designs, active customer base, and strong partnerships with major retailers.

With nearly R1 million in revenue generated within its first months of operation, InnoFurn is positioned for rapid growth and expansion into new markets, including franchising opportunities in Botswana and Lesotho.

This is a turnkey opportunity for an entrepreneur or investor to step into a thriving, modern furniture business with a proven track record and established systems.

## Established Furniture Business for Sale – InnoFurn



Sector: **Manufacturing**

Asking Price:

**R 2,000,000**

Monthly Profit:

**R 125,000**

Asset Value:

**R 300,000**

Stock Value:

**R 80,000**

Yearly Net Profit :

**R 1,500,000**



# Business Report

## Background and History

InnoFurn was founded with the vision of making quality furniture affordable and accessible to all South Africans. Over the year, we have grown into a trusted brand, selling a diverse range of furniture across online and retail platforms. With strong partnerships and a focus on customer satisfaction, InnoFurn has positioned itself as a reliable player in the local furniture market.

## Products and Services

We specialize in a wide range of furniture categories including lounge suites, bedroom furniture, dining sets, office furniture, and outdoor pieces. Our offerings cater to both modern and traditional tastes. We sell through:

- Our e-commerce site: [www.innofurn.shop](http://www.innofurn.shop)
  - Retail partner Leroy Merlin
  - Coming soon to Takealot
- We also offer delivery and customer support services to ensure a seamless shopping experience.

## Assets

- Inventory
- Furniture Showroom Setup & Fixtures
- Website: Fully developed and operational e-commerce store
- Partnerships with Leroy Merlin & logistics infrastructure
- Branding & marketing assets (logos, social presence, campaigns)

## Employees

InnoFurn currently employs 10+ staff members across sales, logistics, support, and operations. The team is trained in customer service, warehouse handling, and e-commerce processes. We also work with delivery partners for nationwide shipping.

## Financials and Forecasts

InnoFurn has shown steady revenue growth over the past year. The business maintains a healthy gross margin and low overhead due to our online-first model.

**Forecast:** With Takealot onboarding and additional marketing efforts, we expect a 20–30% growth in revenue over the next 12 months.

*Note: Detailed financials available to serious stakeholders upon NDA.*

## Reason for Sale

We are **not selling the entire business**. We are opening up **up to 20% equity** for a strategic stakeholder or investor to join us in scaling the company. The goal is to bring on a partner who can contribute capital, expertise, or both — to accelerate growth and broaden reach.

## Conclusion

InnoFurn is an ideal opportunity for an investor seeking a stake in a scalable, established South African business. With stable operations, strong brand equity, and multiple growth channels already in place, the business is well-positioned for national expansion. The offering is rare — a solid operational base with room to grow, without full acquisition risk.

## Agents Comments

The business has all the fundamentals of a long-term growth brand. It's well set up online and in-store, and with its upcoming Takealot listing, it's primed for broader exposure. A strategic investor can help unlock its next phase.