business
for sale

BUSINESS REPORT

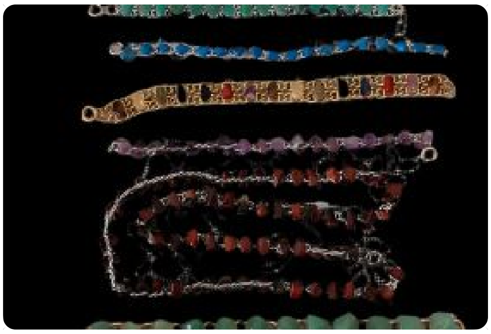
Date: **18th November 2025**
Business Reference:**37675**

About the Business:

(Side Hustle) Unique Semi-Precious Gem Jewellery Supplier

Established wholesale semi-precious jewellery manufacturer supplying curio shops nationwide. Turnkey business with loyal client base.

(Side Hustle) Unique Semi-Precious Gem Jewellery Supplier



Sector: **Manufacturing**

Asking Price:

R **280,000**

Monthly Profit:

R **10,797**

Asset Value:

R **0**

Stock Value:

R **0**

Yearly Net Profit :

R 129,563

Business Report

Fully describe the business's activities?

An established jewellery manufacturer specialising in semi-precious gem stones with a proven track record in the wholesale market. The business supplies a wide range of crafted items to curio shops across South Africa, serving both local and tourist-driven demand.

With its strong product offering and long-standing relationships in the retail sector, this operation presents an attractive opportunity for an entrepreneur or investor seeking entry into the jewellery and souvenir market. The business benefits from consistent wholesale orders, streamlined production processes, and a loyal client base built over years of trading.

This is a turnkey acquisition offering immediate access to an established brand, reliable revenue streams, and significant growth potential.

Inventory

Current inventory is valued at approximately R380,000 and is excluded from the selling price. Stock levels are expected to be lower at the time of sale, and the buyer will be required to purchase the inventory at cost, based on the stock take conducted on the date of transfer.

How does the business operate on a daily basis?

1) Orders are received through agents across the country
2) Staff are assigned work orders for production
3) Completed items are collected and reviewed
4) Each piece goes through a quality check process
5) Final products are packed and shipped to clients

What Advertising/Marketing is carried out?

None at present

What competition exists?

The business operates in a niche segment of the jewellery and souvenir market. There are currently no direct competitors offering the same range of semi-precious gem products at scale. This exclusivity provides a strong competitive advantage and positions the business as a preferred wholesale supplier to curio shops nationwide.

How could the profitability of the business be improved?

1) Enhanced Marketing: Expanding digital and partner marketing efforts to attract more wholesale clients and increase brand visibility.
2) Price Adjustments: Gradual increases in product pricing to better reflect the value of semi-precious gem items and improve margins.
3) Sales Team Incentives: Optimising the commission structure (currently at 15%) to drive higher volumes while balancing profitability.

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

Manager: Oversees customer orders, places vendor orders, manages quality control, handles financial management, and coordinates packing and shipping.

Production Personnel (x2): Manufacture semi-precious jewellery items, ensuring consistent quality and timely completion of work orders.
Length of Service:

All staff members are experienced and familiar with the business operations, contributing to efficient workflow and continuity.

Do any have management potential?

No

How involved is the Owner in running the business?

The owner is actively involved for approximately 3 hours a day, overseeing key operations while the business runs efficiently with the existing production team.

When does the current lease end?

End Sept 2025

What are the trading hours?

The business operates with flexible hours for staff, allowing production to adapt to demand. The manager sets her own working hours to oversee operations and ensure smooth workflow.

What are the main assets of the business?

No assets

Strengths?

- Established wholesale supplier with loyal client base
- Niche product range with no direct competition
- Exclusivity of products
- Unique, high-quality semi-precious jewellery
- Strong quality control processes
- Appeals to the tourist market
- Experienced, skilled staff and streamlined operations

Weaknesses?

- Lack of marketing and brand visibility
- Not enough sales representatives to maximise reach
- Seasonal fluctuations affect cash flow
- Dependence on a small team for production

Opportunities?

- Expand marketing and digital presence to attract new clients
- Increase product pricing to improve margins
- Incentivise sales reps to boost revenue
- Explore new markets, including Namibia and other SADC countries

Threats?

- Seasonal downturns may impact short-term revenue
- Rising material or labour costs could affect profitability
- Reliance on agents for client acquisition could limit growth without diversification

What is the reason for the sale?

The business is being sold due to the owner’s retirement, providing an opportunity for a new entrepreneur or investor to take over an established and profitable operation.