business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**37768**

About the Business:

Farm fresh produce shop for sale located on the Western Seaboard of Cape Town.

This well-established fresh produce shop specializes in offering fresh, locally sourced vegetables and fruit, farm produce, dairy products, artisan sourdough bread, preserves, and wholesome home-made frozen meals. It also features premium frozen free-range chicken, grass-fed beef, and authentic Karoo lamb—ensuring quality, natural goodness in every product.

Farm fresh produce shop for sale located on the Western Seaboard of Cape Town.



Sector: **Food**

Asking Price:

R 1,350,000

Monthly Profit:

R 82,950

Asset Value:
R 55,400

Stock Value:
R 150,000

Yearly Net Profit :
R 995,399

Business Report

Fully describe the business's activities?

This exciting farm Shop brings the charm of the countryside to your everyday shopping experience. They offer a carefully curated collection of exceptional local produce, artisan foods, handcrafted wellness products, and unique gifts, each chosen for its outstanding quality and authenticity.

Discover their selection of raw honey, artisanal breads, bone broth, preserves, olives, herbal teas, natural skincare, luxurious bath and body products, essential oil blends, and seasonal farm-inspired treasures. Whether you're shopping for your home, treating yourself, or searching for the perfect gift, you'll find products that celebrate craftsmanship, sustainability, and the finest ingredients.

They believe that true quality is found in nature, tradition, and attention to detail. Step inside and enjoy a warm, welcoming shopping experience where premium products and genuine country hospitality come together.

How does the business operate on a daily basis?

Monday to Saturday: Opening hours from 09h00-19h00.
Sundays 09h00 -18h00

What Advertising/Marketing is carried out?

Social Media
Whatapp groups

What competition exists?

The business has a niche. There are competitors, but they do not stock the range of fresh, ethically grown vegetables.
They manufacture/grow vegetables, manufacture yogurt, kefir, Labneh, Feta, and other dairy products from the milk of their own goat herd. (As stated, they will become a supplier of the business)
There are competitors, but they do not stock the same range of fresh and other healthy foods.
They focus on being a one-stop food shop for healthy food.

How could the profitability of the business be improved?

By constantly evaluating and adding selected more specialist vegetables, fruit, expanding the range of free-range meats and produce

Do any have management potential?

Yes.

How involved is the Owner in running the business?

The seller will stay involved for 6 months to do a proper handover.

When does the current lease end?

September 2026

What are the trading hours?

09h00-20h00

What are the main assets of the business?

Good will, clientele and location of the shop
Large fridge. 2 x chest freezers, shelving.
Point of sale system.
Camera system

Strengths?

Unique, artisanal product range: The shop features handcrafted items such as herbal bath soaks, facial toners, magnesium sprays, soap bars, and candles sourced from their own farm-based unique line.

Fresh produce & natural skincare focus: Offers organic vegetables and natural skin/hair care, appealing to health-conscious and eco-aware consumers.

Physical presence at a well-known Mall: The shop, in a high-traffic mall location boosts visibility and accessibility in the Cape Town market.

Positive social media feedback: Customers have praised the freshness and quality of products on Facebook (“super impressed with my veggie box!”).

Weaknesses?

Limited online product variety: The web shop only lists around 23 items, potentially limiting appeal to a broader audience.
- This is a growth opportunity

Low online review visibility: While some reviews exist, there is limited depth and volume of independent online reviews for the Cape Town operation.

Small-scale operations: As a boutique farm-based business, it likely lacks the economies of scale and logistical reach of larger competitors. However - the basis has been developed for expansion to other malls

Opportunities?

Rising demand for organic & wellness products: South African consumers are increasingly favoring natural skincare and farm-to-table produce.
Expand e-commerce offerings: There's room to grow the online selection (e.g., adding pantry items, olive oils, dehydrated fruit/flour categories).
Subscription/box services: Regular farm-box or skincare-box subscriptions could offer recurring revenue and customer retention.
Event and farmer's market participation: Leveraging growth in local food markets and wellness fairs can deepen community engagement.

Threats?

Competition from mainstream retailers:
Supermarkets and lifestyle chains could offer wider selections and convenience.
Economic pressures: Rising inflation or economic downturn could reduce consumer discretionary spend.
Supply constraints: Weather variability or production limits may impact product availability and consistency.
Regulatory challenges: Compliance around food safety, organic certification, or natural cosmetics could increase operational costs.

What is the reason for the sale?

Seller wants to focus on other ventures.
She loves being on the farm and producing products.
Retail is not really her thing.