business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37901**

About the Business:

Liquor Store Opportunity – Rural Mall on Mpumalanga/Limpopo Border

Situated in a busy rural mall on the Mpumalanga–Limpopo border, this liquor store enjoys steady demand from a loyal customer base. With operations not currently managed to full potential, the business offers a clear turn‑around opportunity. A hands‑on owner can streamline expenses, boost margins, and unlock significant growth

Liquor Store Opportunity – Rural Mall on Mpumalanga/Limpopo Border



Sector: **Retail**

Asking Price:

R 700,000

Monthly Profit:

R 7,150

Asset Value:
R 350,000

Stock Value:
R 600,000

Yearly Net Profit :
R 85,802

Business Report

Fully describe the business's activities?

• Conveniently located in a rural mall bordering Mpumalanga and Limpopo provinces, ensuring strong foot traffic and accessibility
• Generates steady revenue from beer, wine, spirits, and specialty liquors
• Fully compliant with licensing and trading regulations
• Seasonal promotions drive foot traffic and repeat sales

How does the business operate on a daily basis?

The store runs on a steady retail cycle, opening with restocking and preparation before serving walk‑in customers throughout the day.
Staff provide product recommendations, enforce age restrictions, and manage supplier deliveries to keep shelves full.
Each evening, cash flow is reconciled and the store secured, ensuring smooth continuity of trade.

What Advertising/Marketing is carried out?

The store relies on local visibility, word‑of‑mouth, and ongoing in‑store promotions to attract customers.

What competition exists?

Shoprite Liquor

How could the profitability of the business be improved?

Just by changing suppliers can add another 5% min to GP
Margins improve by using more than one supplier.
Negotiate better terms on bulk orders.
Buy fast‑moving stock for cash at lower prices.
Use accounts for specialty items to keep variety and compliance.
Re-negotiate the Drop Safe security fees
Better cash and stock control
Reduced the salaries by only appoint one manager

Do any have management potential?

Yes

How involved is the Owner in running the business?

The current owner is minimally involved, visiting only once every month or two for stock‑taking.
Daily operations are left to staff, which limits oversight and control.
This lack of active management is a weak point but also presents an opportunity for a hands‑on buyer to improve efficiency and profitability.

When does the current lease end?

Dec 2027

What are the trading hours?

8am-8pm

What are the main assets of the business?

Stock
Coldroom
Computers and POS system
Cameras
Shelving

Strengths?

- Conveniently situated in a rural mall with steady foot traffic
- Wide product variety and reliable availability
- Strong community reputation and loyal customer base
- Low owner involvement creates opportunity for a hands‑on buyer
- Predictable seasonal demand ensuring resilience

Weaknesses?

- Owner only visits monthly for stock take
- Limited oversight of daily operations
- Reliance on a single supplier at higher prices
- Minimal advertising beyond in store promotions
- Profit margins constrained by sourcing costs

Opportunities?

- Source stock from multiple suppliers at lower cost can easily increase the GP by 5% - according to the seller
- Improve margins with cash purchases on fast movers
- Increase owner involvement for tighter control
- Expand local marketing and community engagement
- Add seasonal and premium product lines

Threats?

- Competition from large national liquor chain nearby
- Rising supplier costs reducing margins
- Risk of theft or shrinkage without close oversight

What is the reason for the sale?

The business is located over two hours from the seller's base and other operations in Gauteng, making regular oversight impractical.