



BUSINESS REPORT

Date: **20th February 2026**

Business Reference: **38016**

About the Business:

Home-Run Production Business with Growth Potential

The business produces a niche lifestyle product with an established customer base and growing demand. It is lean, efficient, and easy to manage, making it ideal for an entrepreneur seeking flexibility without sacrificing profitability.

Home-Run Production Business with Growth Potential



Sector: **Manufacturing**

Asking Price:

R **240,000**

Monthly Profit:

R **9,214**

Asset Value:

R **0**

Stock Value:

R **0**

Yearly Net Profit :

R **110,569**



Business Report

Fully describe the business's activities?

Manufacturing cotton rope basket products.
Established supply chain - rope supplier and dying.
Courier Guy for shipping.
Wholesale supply to retailers with a digital catalogue which can be updated and modified.
Online shopify store for retail.
Instagram & Facebook good social media presence.

How does the business operate on a daily basis?

Manufacturing of baskets on a made to order basis.
Owner and 1 machinist do the making.

What Advertising/Marketing is carried out?

Social media marketing currently done by owner but can improve if you have a specialist taking over this part of the business.
Email marketing to industry specific retailers - farmstalls, boutiques, home decor and gift stores, nurseries.
Expand into corporate gifting and hospitality. Huge growth potential in all areas.

What competition exists?

There are a few other rope basket manufacturers, market is far from saturated.
Demand continues to grow and there is abundant opportunity in this industry.

How could the profitability of the business be improved?

Use a social media marketing expert for advertising.
Actively approach stores to introduce and sell baskets.

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

One machinist - manufacturing baskets for about 3 years .

Do any have management potential?

No

How involved is the Owner in running the business?

Owner runs daily operations

When does the current lease end?

Work from home

What are the trading hours?

8 - 5 pm Mon - Fri

What are the main assets of the business?

2 x Industrial sewing machines

Strengths?

Work from anywhere
High quality products with aesthetic appeal
Customer base
Offers bespoke product ranges tailored to each retailer, guaranteeing exclusivity and no two stores carry the same collection

Opportunities?

Huge growth potential within all aspects of the business, especially with regards to hospitality and corporate gifting.
Actively visit retailers to promote and sell baskets.

What is the reason for the sale?

Lifestyle change, moving rural area and cannot operate from there. Logistically not possible.