



# 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**

Asset Value:

**R 0**

Stock Value:

**R 0**

Monthly Profit:

**R 9,214**

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.