



BUSINESS REPORT

Date: **20th February 2026**

Business Reference:**38021**

About the Business:

Urgent Sale – Established Men's Tailoring & Formalwear

A premium menswear boutique offering made-to-measure suits, group packages, and personalised styling. The owner is relocating for health reasons, making this an urgent sale. All assets are fully owned, and the business is priced to sell, offering a turnkey opportunity with loyal clients and clear growth potential.

Urgent Sale – Established Men's Tailoring & Formalwear



Sector: **Retail**

Asking Price:

R 300,000

Asset Value:

R 112,700

Stock Value:

R 800,000

Monthly Profit:

R 109,495

Yearly Net Profit :

R 1,313,938



Business Report

Fully describe the business's activities?

The business operates as a premium men's formalwear boutique focused on the retail and made-to-measure tailoring of high-quality suits, tuxedos, blazers, shirts, and coordinating accessories. It offers a personalised styling experience supported by professional fitting and alteration services to ensure an accurate, tailored finish for each client. In addition to individual retail sales, the company provides specialised wedding packages, group outfitting, and corporate formalwear solutions, positioning itself as both a sophisticated showroom and a custom tailoring service dedicated to classic, elegant menswear and a high-end customer experience.

How does the business operate on a daily basis?

On a daily basis, the operation functions as a customer-focused retail showroom combined with a custom tailoring service. Activities centre on assisting clients with formalwear selection, conducting measurements and fittings, arranging made-to-measure orders, and managing alterations to ensure a precise finish. Daily operations also include stock control and replenishment, visual merchandising of the showroom, coordination with suppliers and tailoring partners, client consultations and follow-ups, ongoing marketing and promotional activities, and general store administration. Together, these functions support efficient workflow while maintaining a high-quality, personalised shopping experience for customers.

What Advertising/Marketing is carried out?

The business does not engage in formal advertising or structured marketing campaigns. Its promotional activity is limited to organic social media presence on Instagram and Facebook, with no paid or boosted posts. Other than these platforms, there are no active marketing initiatives or advertising channels currently in use to attract clients.

What competition exists?

The business faces limited direct competition within its location, with only one other store in the same shopping centre offering similar men's formalwear products and services. This represents the primary competitive presence in the immediate market, while broader competition may include other formalwear retailers in the wider area or online formalwear providers.

How could the profitability of the business be improved?

Profitability could be improved through several strategic initiatives:

- 1) Launch an online store to expand sales beyond the physical showroom and capture a broader customer base.
- 2) Expand the product range to include casual clothing and shoes, attracting additional revenue streams and appealing to existing clients for repeat purchases.
- 3) Secure wholesale contracts with surrounding embassies, corporate clients, and church groups to generate bulk orders and stable, recurring revenue.

These measures would diversify income, increase transaction volume, and reduce reliance on seasonal peaks.

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

The total staff complement consists of four employees: one manager and three sales staff. This lean team manages all retail showroom operations, while bespoke tailoring services are outsourced to an independent contractor who works on-site, ensuring high-quality custom tailoring without increasing permanent staffing costs.

Do any have management potential?

Yes, managerial positions are filled through internal growth within the business, providing existing staff with opportunities to progress into management roles. Currently, the business is managed by a dedicated manager, but motivated and capable team members have the potential to advance into leadership positions as the business expands.

How involved is the Owner in running the business?

The owner is minimally involved in day-to-day operations, typically visiting the business for about an hour each day to check on staff. Additionally, the owner conducts blind stock takes at least once a month to maintain oversight of inventory. Historically, when the owner was more actively involved in the business, growth and operational performance were noticeably stronger. Greater owner involvement is expected to once again have a substantial impact on business expansion, sales, and overall efficiency, replicating the results seen during periods of active ownership.

When does the current lease end?

The current lease for the premises expires on 30 January 2028. The landlord has indicated a willingness to cede the existing lease to an incoming purchaser, subject to the new tenant assuming responsibility for the rental deposit and signing the required personal surety in favour of the landlord.

What are the trading hours?

Weekdays: 9am-7pm.
Weekends and public holidays: 9am-5pm

What are the main assets of the business?

- 1) Shopfitting R500 (after depreciation)
- 2) 3x Sewing machines R16,500
- 3) Cameras R3,200
- 4) Inverter R70,000
- 4) Computer system (Scanner, barcode, slip printer) R15,000
- 5) 2x Industrial Irons R4,000
- 6) Racks R3,500
- Total - R112,700

Strengths?

- 1) Strong Brand Identity – Positioned as a premium, heritage-inspired menswear boutique focused on timeless, classic style.
- 2) High-Margin Product Offering – Specialises in suits and formalwear, which typically generate strong profit margins compared to general apparel retail.
- 3) Made-to-Measure & Custom Services – Offers personalised tailoring and alterations, creating additional revenue streams and fostering customer loyalty.
- 4) Wedding & Group Packages – Structured groom and groomsmen packages drive bulk sales per transaction.
- 5) Personalised Customer Experience – One-on-one styling consultations enhance client satisfaction and repeat business.
- 6) Corporate & Event Opportunities – Ability to supply corporate clients and special events expands revenue potential beyond retail walk-ins.
- 7) Boutique Retail Model – Lower operational complexity compared to large-scale fashion chains.
- 8) Scalable Concept – The brand and operational model can be replicated in other locations or expanded online.
- 9) Lean, Trained Staff – A small team trained in styling, fitting, and image consulting ensures consistent service quality.
- 10) Assets Fully Owned and in Excellent Condition – Facilitates smooth ownership transfer with no financial encumbrances.

Weaknesses?

- 1) High Fixed Overheads – Retail space rental, staffing, and inventory holding costs create consistent monthly financial pressure.
- 2) Dependence on Foot Traffic – Sales are strongly influenced by mall traffic and seasonal demand.
- 3) Inventory-Intensive Model – Capital is tied up in stock across multiple sizes, styles, and fabrics.
- 4) Limited Online Sales Penetration – Revenue is primarily store-based, reducing national reach.
- 5) Seasonal Revenue Fluctuations – Peak sales during wedding and matric seasons, with slower off-peak periods.
- 6) Owner Minimal Involvement – Limited day-to-day input restricts growth potential.
- 7) Single Physical Location – Business exposure and market reach are currently geographically limited.

Opportunities?

- 1) Launch of an E-Commerce Store – Expanding online would extend reach nationally and internationally.
- 2) Digital Marketing Strategy – Structured campaigns including social media ads, Google Ads, email marketing, and influencer collaborations could drive awareness and sales.
- 3) Wedding Industry Partnerships – Collaborations with planners, venues, photographers, and bridal boutiques to secure consistent referrals.
- 4) Corporate Supply Contracts – Targeted outreach to corporate clients for bulk suit and uniform orders.
- 5) Expansion to Additional Locations – Replicating the boutique model in other high-income retail areas.
- 6) Private Label & Exclusive Collections – Developing exclusive branded collections to increase brand equity and margins.
- 7) Seasonal Campaigns & Events – Hosting in-store promotions, trunk shows, and styling events to drive traffic.
- 8) Online Styling & Virtual Consultations – Offering remote consultations for out-of-town clients.
- 9) Increased Owner Involvement – More hands-on leadership could significantly grow revenue and operational efficiency.

Threats?

- 1) Economic downturns, post-holiday financial pressures, or reduced consumer spending could impact discretionary formalwear purchases.
- 2) Over-reliance on a small physical location may limit exposure to new markets.
- 3) Outsourced tailoring dependency; any disruption in contractor availability could affect service delivery.

What is the reason for the sale?

The reason for the sale is personal and health-related. The current owner, aged 72, is finding it increasingly difficult to manage the daily operations of the store independently. Both he and his wife require ongoing medical treatment, and they have decided to relocate to Turkey, where medical care and medical aid are more affordable and accessible for their needs.

The sale carries a level of urgency due to these medical requirements. Importantly, the decision to sell is driven by personal circumstances rather than the performance or profitability of the business.