

**business**  
for sale



Date: **19th May 2026**

Business Reference: **38077**

About the Business:

## **School bookfair business for sale in KZN**

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Books available for sale include Fiction and Non-fiction, Baby Board Books, Activity Books, Picture Flats, Early Readers, Teacher Resources, Neurodivergent Titles, Sport, Cookery, Hobbies, Afrikaans and African Languages.

# School bookfair business for sale in KZN



Sector: **Retail**

Asking Price:

**R 865,656**

Monthly Profit:

**R 36,069**

Asset Value:

**R 691,098**

Stock Value:

**R 332,065**

Yearly Net Profit :

**R 432,826**



# Business Report

## How does the business operate on a daily basis?

Owner manages financial and general business admin on a day-to-day basis as needed. This includes:

- Client administration and communication
- Calendar Book Fair bookings
- Book Fair marketing and arrangement correspondence
- Stock level monitoring, ordering
- Supplier administration and communication
- Shipping agent administration and communication
- Social media content creation and posting
- Stock processing on database
- Day to day financials with accountants

Owner manages facilitators in terms of Book Fairs. This includes:

- Sharing details for Book Fair with facilitators ahead of events
- Discussing and planning each Book Fair in terms of set up, times, contact etc
- Discussing stock, stock needs
- Daily morning and afternoon check in with facilitators to give support, liaise with school contact, problem solve etc.
- Online support during Book Fairs for parent communication, queries and payments.

## What Advertising/Marketing is carried out?

Flyers dropped off with schools, signage at host school, business logo stickers inside books, social media posts. Owner contacts schools directly, facilitators meet face to face with librarians and schools.

## What competition exists?

This business dominates KZN Book Fairs. Competition is from two similar companies who trade predominantly in Gauteng.

## How could the profitability of the business be improved?

Seek additional small retail outlets that can provide small, but regular sales. Approach corporates/charity organizations. Opening a Books2You retail outlet for walk in trade.

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

Facilitator A: 4 years of employment, computer literate, capable of managing some office administration, capable of managing warehouse.

Facilitator B: 7 years of employment, computer literate, capable of managing general office and database administration, client communication, calendar bookings, capable of managing warehouse.

General facilitator responsibilities:

1. Set up and manage mobile Book Fairs at schools
2. Visit school librarians/teachers for marketing and to drop off boxes of books for browsing/sales
3. Call on schools to sell books or to secure new clients
4. Special deliveries
5. Stock collection from suppliers
6. Manage paperwork associated with sales
7. Pick and pull stock in accordance with the business' Stock Guidelines.
8. Receive, price and pack stock
9. Stock taking
10. Travel away from home from for Book Fairs
11. Participate in training
12. Warehouse organisation

## Do any have management potential?

Yes – both facilitators have excellent management potential.

## How involved is the Owner in running the business?

The owner is involved in terms of managing systems, procedures and staff. This is managed flexibly and on part time hours.

## When does the current lease end?

The current lease is on a month-to-month basis, and the landlord has given the business notice to vacate the premises by the end of April 2026.

Current rent is R7448.87 per month, including pro-rata water and Rates and excluding Vat.

## What are the trading hours?

Book Fair times (facilitators):  
07:30 - approximately 15:00

Warehouse/office times for facilitators:  
08:30 – 15:00 weekdays only.

Owner keeps own time schedule as required.

## What are the main assets of the business?

The main assets of the business are: 2 x Peugeot Boxer vans, large trailer, heavy duty shelving, mobile book cabinets, drop safe.

A full asset register is available to qualified buyers.

## Strengths?

Huge database of ready and waiting customers (school learners).

2025 = 115 Book Fairs hosted.

As of March 2026, 30 Book Fairs already held/secured.

High demand and level of client interest in KZN, with growing interest from Gauteng and Eastern Cape due to efficiently run Book Fairs, prompt and warm client communication, experienced and professional facilitators, stock variety and competitive pricing.

Convenience for parents and schools (children buy books during school day).

Supportive towards school Literacy Development drives – Book Fairs provide great social media content for schools; host school earns 10% of total sales back in books which supports librarians/teachers who do not have school budgets to spend.

Smooth operating systems.

Vibrant and attractive Book Fair set up. Different to all competitors making it very unique and appealing.

South African suppliers available.

South African authors familiar with this business and stock taken on consignment.

Can be relocated and run from anywhere. Owner can work from home.

Facilitators can manage 80% of business.

BOOKS WILL ALWAYS BE A NEED FOR YOUNG CHILDREN – PARENTS DO NOT WANT DEVICES AT THE DEVELOPMENTAL AGE.

## Weaknesses?

There is a level of reliance on the host school to effectively market and advertise their Book Fair to support sales; ongoing communication is essential.

## Opportunities?

Sideline retail outlets for smaller but regular turnover.

Corporates and charity organisations who may purchase for tax write offs or donations.

Book Fair product add-ons to include other educational items.

Cater for high school and adult readers.

Extend further into Mpumalanga and Limpopo. (already begun).

## Threats?

Competition from other Book Fair businesses.

Exchange rate (at times).

## What is the reason for the sale?

Owners have relocated and are not in a location conducive to sustaining effective management. Seeking different business opportunities closer to home.