

**business**  
for sale



Date: **19th May 2026**

Business Reference: **37917**

About the Business:

**Professional body Textbook provider**

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Save Big on Quality Textbooks – Affordable Learning Starts Here

# Professional body Textbook provider



Sector: **Retail**

Asking Price:

**R 2,650,000**

Monthly Profit:

**R 96,374**

Asset Value:

**R 0**

Stock Value:

**R 350,000**

Yearly Net Profit :

**R 1,156,492**



# Business Report

## Fully describe the business's activities?

Specialises in supplying brand-new university-level accounting and law textbooks to students (University of Johannesburg, Wits) as well as to accounting and legal firms, tax practitioners, financial planners, and banks. The business offers online ordering, national courier delivery (R199), and flexible payment methods.

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

Store open weekdays (08:00–17:00) and Saturdays (08:00–13:00).

Over-the-counter sales.

Orders via website and phone/WhatsApp/email; staff process orders, check stock, pack, and arrange courier delivery within 1–3 business days

## What Advertising/Marketing is carried out?

Basic website with subject-, campus-, and edition-based search.

No overhead marketing campaigns; communication primarily via email/WhatsApp/website.

Google advertising.

## What competition exists?

Van Schaik bookstores.

Sherwood books

Provision books

Wize books

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

The business is currently focused on accounting and law books due to the owner's capacity constraints. However, there's a great opportunity to expand into areas like school books, medical, engineering, nursing, teaching, educational, and health science textbooks, as well as applying for university and government department tenders.

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

The staff member has been employed for 13 years.

## Do any have management potential?

The employee manages the business when the owner is travelling.

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

The owner stays actively involved every day, working via laptop either on-site or remotely from Durban.

## When does the current lease end?

Business is run from the owner's home

## What are the trading hours?

8=5 weekdays and 8- Saturdays

## What are the main assets of the business?

Stock  
PCs  
Website  
Long-standing solid relationships with the Big 4 Auditing firms and Legal firms  
Proximity to UJ and Wits

## Strengths?

Market niche in accounting/law textbooks  
Strong campus focus and delivery capability  
Competitive pricing with good service

## Weaknesses?

No capacity by owner to expand the business offering due to time constraints as owner also involved in profession.

## Opportunities?

Introduce rentals or used-book trade  
Partner with institutions for book bundles  
Improve digital marketing and SEO  
Other product offerings besides accounting and law

## Threats?

Student piracy prevalent but not from our professional market.

## What is the reason for the sale?

The owner wishes to retire and move to Durban permanently