business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**37946**

About the Business:

Outdoor clothing and accessory store in a rural town

This is a franchised outdoor lifestyle business that supplies workwear, clothing and accessories to the local community. This is an ideal business for someone looking for a quieter town with a community feel, whilst still making profits

Outdoor clothing and accessory store in a rural town



Sector: **Retail**

Asking Price:

R 760,000

Monthly Profit:

R 91,029

Asset Value:
R 200,000

Stock Value:
R 2,500,000

Yearly Net Profit :
R 1,092,351

Business Report

Fully describe the business's activities?

This is an outdoor lifestyle retail store with outdoor products and workwear clothing items

How does the business operate on a daily basis?

The business opens daily and owner and staff assist walk-in customers with their purchases. owner orders new and replacement stock as and when required

What Advertising/Marketing is carried out?

Social media
Word-of-mouth
In-store displays
Marketing events

What competition exists?

There are no other similar stores in town

How could the profitability of the business be improved?

Introduce online sales

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

Cashier and floor assistant

Do any have management potential?

One staff member serves as manager

How involved is the Owner in running the business?

Owners are hands-on

What are the trading hours?

9:00 - 17:00

What are the main assets of the business?

Shelving, racks, computer, alarm and CCTV system

Strengths?

Only shop of this nature in town
Good customer service
Good customer loyalty

Opportunities?

Increase online sales
More marketing

Threats?

None identified

What is the reason for the sale?

Other business interests