



Date: **25th June 2026**

Business Reference: **38142**

About the Business:

## **Established Exotic Orchid & Indoor Plant Nursery**

---

A specialist nursery offering a curated selection of exotic orchids, rare plants, and premium growing media for indoor and outdoor spaces. Known for expert advice, quality plants, and a calm, inspiring garden environment.

# Established Exotic Orchid & Indoor Plant Nursery



Sector: **Retail**

Asking Price:

**R 500,000**

Monthly Profit:

**R 26,958**

Asset Value:

**R 0**

Stock Value:

**R 180,000**

Yearly Net Profit :

**R 323,500**



# Business Report

## Fully describe the business's activities?

Since opening in 2010, the nursery has become a favorite spot for gardening lovers and anyone looking for top-quality plants and an enjoyable shopping experience. It offers a wide range of products and services to meet all kinds of gardening needs. One standout feature is its automated watering system for the gardens and heating systems in the greenhouses, keeping every plant perfectly watered and at the right temperature for healthy growth. Shoppers can trust that the plants they take home are well cared for and in great condition. The nursery's selection is huge, from flowering plants, shrubs, and trees to ground covers, herbs, vegetables, fruit trees, indoor and outdoor plants, and seeds—making it easy to find just the right plants for any project. Beyond plants, the nursery offers helpful services like re-potting, with friendly, knowledgeable staff ready to give advice, tips, and ideas on plant care, gardening, and landscaping. With its focus on quality, customer satisfaction, and fresh ideas, the nursery has built a great reputation and a loyal following.

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

The nursery is a lively spot for gardening lovers, with friendly staff keeping it neat, organized, and filled with a wide variety of plants and garden supplies. They help customers pick the perfect plants, share tips on care and landscaping, and suggest the right tools and accessories. An automated watering system is carefully managed to give each plant just the right amount of water. The team also offers re-potting, answers questions, and makes sure everyone enjoys their visit.

## What Advertising/Marketing is carried out?

The nursery connects well with its audience through social media marketing on popular platforms like Facebook. There's plenty of room to grow by expanding product lines and making the most of its active online presence, where engaging content like images, videos, and gardening tips is regularly shared to keep the community involved. Partnerships with complementary businesses, such as landscapers and wedding planners, help cross-promote services. At the physical location, eye-catching signs and attractive displays draw in both foot and vehicle traffic, encouraging customers to stop by for their gardening needs.

## What competition exists?

The nursery competes with garden shops and other nurseries, many of which they also supply with flowers. These rivals offer similar products and services, making the market competitive for garden lovers. However, the nursery stands out with its wide variety of plants, automated watering systems, expert advice, and extra services like repotting. Their dedication to quality and customer satisfaction helps them hold their place in the market despite the competition.

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

To boost the Nursery's profitability, several strategies can be put in place. First, expand landscaping services to include garden design, installation, and maintenance, working with skilled landscapers or hiring dedicated staff to create new revenue streams and encourage cross-selling of plants and products. Second, offer more workshops on a variety of gardening topics to draw a larger crowd, generate income, and build the nursery's reputation as a trusted expert, promoting these events through targeted marketing. Third, strengthen the online presence with an easy-to-use website showcasing products, services, and events, offering e-commerce for convenience, and using social media to share tips, content, and promotions that drive engagement and sales. Fourth, create a loyalty program that rewards repeat customers and referrals with discounts, special offers, or exclusive event access to encourage retention and satisfaction. Lastly, improve operational efficiency by reviewing processes, streamlining inventory, negotiating better supplier deals, and adopting tech solutions like POS systems and inventory software to cut costs and enhance productivity. Together, these steps can significantly improve the Nursery's profitability..

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

Here is the breakdown of staff at the Randburg Nursery, including their functions and length of service:

1. Supervisor - 1 year service with Company and extensive retail experience. Back office administration and supervision of nursery functions on daily basis, including purchases, stock and premises maintenance.
2. Nursery staff - 13 years service. Plant care, sales and advice
3. Nursery staff - 9 months service but extensive nursery experience with previous employer. Plant care, sales and advice.

## Do any have management potential?

Supervisor is Management material.

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

The owner owns other nurseries and spends alternate days at the nurseries.

## When does the current lease end?

The current lease for the property at Randburg is set to end in November 2028

## What are the trading hours?

8:00-17:00 (Mon-Fri), 8:30 - 16:00 (Sat-Sun)

## What are the main assets of the business?

The main assets of the business include the entire infrastructure that has been developed over the years, including the nursery facilities, buildings, greenhouse, automated systems, and equipment. Additionally, the systems in place to maintain the nursery, such as the automated watering and heating systems, as well as any other machinery and tools, are also significant assets of the business. These assets are crucial for the operations and success of the nursery.

## Strengths?

The nursery has earned a solid reputation in the gardening world for its dedication to quality, customer satisfaction, and innovation. It offers a wide variety of plants, seeds, and gardening accessories to suit different needs and preferences. With automated watering and heating systems in place, the plants get the best care possible, ensuring top-notch quality. On top of that, the nursery enhances the customer experience with added perks like expert advice and repotting services.

The Nursery has a significant Orchid component with a wide variety of plants. Stock is sourced from specialist Orchid growers and rare species are offered to Orchid lovers.

## Weaknesses?

The owner's limited presence at the branch can hinder opportunities to expand services, like landscaping, that could increase profitability. Relying heavily on the staff, especially when the owner is away, might also make it harder to maintain consistent operations and customer service.

## Opportunities?

Expanding the business to offer landscaping services can bring in new customers and boost revenue. Hosting more workshops and special events can draw in a crowd, foster loyal customers, and open doors for collaborations and partnerships. Launching an online sales platform with delivery options can reach a broader audience and meet the rising demand for convenient shopping.

## Threats?

Competing Nurseries on the area.

## What is the reason for the sale?

The owner is looking to scale things down.