business
for sale



BUSINESS REPORT

Date: **31st October 2026**
Business Reference:**38143**

About the Business:

Well-Known Orchid Nursery with Repeat Customers

Specialist orchid growing and retail business offering premium products to both private and corporate clients. The business is well structured, scalable, and presents an excellent opportunity for expansion under new ownership.

Well-Known Orchid Nursery with Repeat Customers



Sector: **Retail**

Asking Price:

R 530,000

Monthly Profit:

R 26,076

Asset Value:
R 0

Stock Value:
R 120,000

Yearly Net Profit :
R 312,907

Business Report

Fully describe the business's activities?

The nursery has become a go-to destination for gardening enthusiasts and anyone seeking high-quality plants and a pleasant shopping experience. It offers a wide variety of products and services to meet all gardening needs. A standout feature is its automated watering system for the gardens and heating in the greenhouses, ensuring every plant stays perfectly watered and at the right temperature for healthy growth. Customers can be confident the plants they take home are well cared for and in excellent condition. The selection is extensive, from flowering plants, shrubs, and trees to ground covers, herbs, vegetables, fruit trees, indoor and outdoor plants, and seeds—making it easy to find the perfect plants for any project. In addition to plants, the nursery offers handy services like re-potting, with friendly, knowledgeable staff ready to share advice, tips, and ideas on plant care, gardening, and landscaping. With its focus on quality, customer satisfaction, and fresh ideas, the nursery has earned a great reputation and a loyal customer base.

How does the business operate on a daily basis?

The nursery is a vibrant haven for gardening enthusiasts, with friendly staff keeping everything tidy, well-organized, and stocked with a wide range of Orchid species and supplies. They help customers choose the perfect plants, offer tips on care and landscaping, and recommend the right tools and accessories. An automated watering system is expertly managed to give each plant just the right amount of water. The team also provides re-potting services, answers questions, and ensures every visit is enjoyable.

What Advertising/Marketing is carried out?

The nursery connects well with its audience through social media marketing on popular platforms like Facebook. There are plenty of opportunities to expand product lines and make the most of its active online presence, where engaging content like images, videos, and gardening tips is regularly shared with the community. It also partners with complementary businesses, such as landscapers and wedding planners, to cross-promote services. Attractive signage and inviting displays at the physical location 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 lively for garden lovers. Still, the nursery stands out with its wide variety of Orchids, automated watering systems, expert guidance, 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, implement targeted initiatives such as expanding landscaping services to include garden design, installation, and maintenance by engaging skilled landscapers or hiring dedicated staff to generate additional revenue and promote cross-selling of plants and related products. Offer a broader range of workshops on diverse gardening topics to attract a wider audience, build industry credibility, and foster a loyal customer base through strategic marketing. Enhance the digital presence with a user-friendly website, integrated e-commerce capabilities, and active social media engagement featuring valuable tips, promotions, and updates. Encourage repeat business by launching a rewards program offering discounts, exclusive deals, or access to special events. Improve operational efficiency by streamlining processes, optimizing inventory management, negotiating favorable supplier terms, and adopting technology such as POS systems and inventory software to reduce costs. Together, these strategies can substantially improve the Nursery's financial performance.

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

Manager - 5 years length of service. Responsible for day to running of business, including stock purchases, stock care, staffing and care of premises.
Nursery staff - 2 years service. Plant maintenance, sales and advice
Nursery staff - 16 months service. Plant maintenance, sales and plant advice.

Do any have management potential?

Yes

How involved is the Owner in running the business?

Weekly branch visits, monitoring of expenses and turnover.

When does the current lease end?

October 27

What are the trading hours?

Mon to Fri 08:00 - 17:00
Sat and Sun 08:30 to 16:00

What are the main assets of the business?

Plant stock, structure, fixtures and fittings including automated sprinkler and misting systems. Climate control in Orchid room.

Strengths?

Established orchid specialist with strong local brand presence and repeat customers in the East Rand.
Prime location, owner‑managed operation, and differentiated expertise versus general nurseries.
Scalable, turnkey business with diversified income and low fixed‑cost structure.

Weaknesses?

The business remains relatively owner‑dependent, with key customer relationships and specialist knowledge concentrated in the current operator. Growth is constrained by limited formal marketing and under‑developed online and wholesale channels.

Opportunities?

Opportunity to expand through online sales, corporate gifting, and long‑term supply agreements with offices, hotels, and events.
Potential to scale production and marketing to grow market share beyond the East Rand under new ownership.

Threats?

Exposure to economic pressure and reduced discretionary spending, which can impact demand for premium, non‑essential products.
Rising input costs and increasing competition from general nurseries and online plant sellers may pressure margins over time.

What is the reason for the sale?

The owner is looking to downsize.