

**business**  
for sale



Date: **15th May 2026**

Business Reference: **38175**

About the Business:

## **Own a Leading Ergonomic Workspace Brand Built for the Future of Work**

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This business presents a compelling acquisition opportunity, delivering strong annual profits and an established presence in the premium workspace market. The business benefits from consistent demand, diversified income streams, and opportunities to scale through corporate sales and product expansion.

# Own a Leading Ergonomic Workspace Brand Built for the Future of Work



Sector: **Manufacturing**

Asking Price:

**R 2,500,000**

Monthly Profit:

**R 83,118**

Asset Value:

**R 150,000**

Stock Value:

**R 50,000**

Yearly Net Profit :

**R 997,421**



# Business Report

## Fully describe the business's activities?

This business specialises in the design, manufacture and supply of premium workspace and ergonomic support products for commercial, educational and home-office environments.

The business has positioned itself within the growing ergonomic workspace sector, benefiting from increasing demand driven by hybrid working trends, employee wellness initiatives, productivity optimisation and modern workspace upgrades.

Key activities include:

- Product design and development.
- Manufacturing and assembly.
- Wholesale supply to resellers and distributors.
- Direct supply to corporate and institutional clients.
- Custom solutions for specialised workspace requirements.
- Product distribution and fulfilment.

The company offers a range of ergonomic and workspace-focused products including height-adjustable desks, sit-stand workstations, office chairs, monitor arms and workspace accessories designed to improve comfort, productivity and workplace efficiency.

This business operates through a combination of direct-to-consumer online sales, B2B supply agreements and wholesale distribution channels, providing multiple revenue streams and scalability opportunities.

The business services a diverse customer base including corporate offices, educational institutions, SMEs, remote workers and home-office consumers throughout South Africa.

The brand has established a strong presence within the premium ergonomic workspace market, supported by modern branding, digital marketing infrastructure and growing market demand for ergonomic workplace solutions.

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

This business operates through a combination of online sales, manufacturing, assembly and nationwide order fulfilment.

Daily operations include:

- Processing customer and corporate orders.
- Manufacturing and assembling products.
- CNC cutting, sanding, finishing and quality control.
- Managing stock and materials.
- Packing and dispatching orders.
- Handling customer service and sales enquiries.
- Managing online marketing and e-commerce operations.
- Coordinating with suppliers, couriers and reseller partners.

The business is structured to efficiently handle both direct online sales and larger corporate or reseller orders.

## What Advertising/Marketing is carried out?

Customers are primarily attracted through online marketing, word-of-mouth referrals and the company's strong presence within the ergonomic workspace market.

Customer acquisition channels include:

- Facebook, Instagram and Google advertising.
- Organic social media and online brand awareness.
- The company's e-commerce website.
- Repeat customers and referrals.
- Corporate relationships and reseller partnerships.
- Online searches for ergonomic and home-office products.

The business benefits from growing demand for ergonomic workspace solutions driven by hybrid working trends and increased focus on productivity and workplace wellness.

## What competition exists?

The business operates within a competitive market that includes office furniture suppliers, ergonomic furniture brands, imported workspace products and general furniture retailers.

Competition exists from:

- Local office furniture manufacturers and suppliers.
- Imported ergonomic desk and chair brands.
- Online furniture and workspace retailers.
- General furniture retailers expanding into home-office products.
- Low-cost imported products competing on price.
- Despite this, the business differentiates itself through:
  - Premium product quality and design.
  - Strong branding and online presence.
  - Focus on ergonomic and workspace-specific solutions.
  - Ability to provide customised solutions.
  - Local manufacturing and assembly capabilities.
  - Direct customer service and faster local fulfilment.

Growing demand for ergonomic and hybrid-work solutions continues to support market growth and create opportunities within the sector.

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

Profitability can be improved through margin optimisation, product mix enhancement and operational efficiency gains.

Key levers include:

- Increasing direct-to-corporate sales to improve margins
- Expanding higher-margin custom and premium product lines
- Reducing reliance on low-margin reseller channels
- Improving procurement efficiencies and supplier negotiations
- Automating elements of production and order handling
- Upselling accessories and add-on products per order
- Strengthening repeat and contract-based corporate clients

There is also opportunity to scale pricing discipline in line with product value perception and brand positioning.

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

2 x CNC operator, sander, painting, packaging.

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

40%, owner needs to manage customers, fulfill shipments online

## When does the current lease end?

n/a

## What are the trading hours?

8am-4:45pm

## What are the main assets of the business?

- 1 x CNC router cutting machine and all items attached.
- 1 x Edge sanding machine
- 1 x Heavy duty Vacuum BUSCH
- 1 x Dust Extractor

## Strengths?

- Established manufacturing capability and in-house production control
- Strong product quality and ergonomic focus
- Ability to offer custom solutions
- Existing reseller and corporate relationships
- Fast turnaround due to local production

## Weaknesses?

- Limited brand scale compared to large importers
- Dependence on a concentrated supplier base in certain components
- Sales cycles influenced by corporate procurement timing
- Potential underutilisation of digital marketing channels

## Opportunities?

- Growth in hybrid work and ergonomic demand
- Expansion into corporate contracts and government supply
- Increased direct-to-business sales channels
- Export opportunities within African markets
- Product line expansion into premium workspace solutions

## Threats?

- Low-cost imported competition
- Currency fluctuations impacting input costs
- Large distributors compressing pricing margins
- Economic cycles affecting corporate capital expenditure

## What is the reason for the sale?

The sale is driven by the owner's strategic decision to redirect focus toward other established business interests and new growth opportunities.

This is not a distressed exit. The business remains operational and well-positioned within its market.

Key context:

- Owner is actively involved in multiple ventures
- Desire to consolidate time and attention into core strategic priorities
- Opportunity for a new owner to scale the business further
- Business has reached a stable operational base suitable for transition

This presents a clean handover opportunity with continuity in operations and staff.