business
for sale



BUSINESS REPORT

Date: **1st November 2026**
Business Reference:**37690**

About the Business:

Established Bird feeding Business. Growth. Be your Own Boss! JHB Northern Suburbs.

This well-established bird feed business offers a loyal customer base, streamlined production, and strong brand recognition in the eco-conscious pet and wildlife market. Ideal for entrepreneurs or nature enthusiasts looking to step into a profitable, purpose-driven venture.

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Sector: **Retail**

Asking Price:

R 755,000

Monthly Profit:

R 28,226

Asset Value:
R 55,000

Stock Value:
R 20,000

Yearly Net Profit :
R 338,712

Business Report

Fully describe the business's activities?

This business offers and creates handcrafted wild bird energy feeds, (suet balls and slabs), and seed cakes made from all-natural ingredients, designed to attract and nourish wild birds. Loved by bird enthusiasts and their feathered visitors alike, these products are known for their quality, sustainability, and charm—often paired with beautiful feeders made from recycled materials. The business has been operating for 10 years and still has many opportunities for growth. The business is trusted amongst bird-lovers everywhere and is well known in the sector. The business has a a substantial client base which is used for marketing purposes. The sellers will ensure introduction to the leading markets it operates at as well as being committed to a good handover period of support.

How long has the business been established?

The business has been established and has been trading for 10 years.

How does the business operate on a daily basis?

All products are handcrafted using all-natural ingredients, including suet, seeds, and peanuts. The business produces a variety of products such as high energy feed balls - suet balls (in multiple sizes) -, suet slabs, and wild seed feeders. These are prepared in batches, based on demand and stock levels. Orders are taken via WhatsApp and social media platforms, particularly Facebook, where product listings and pricing are actively promoted. This indicates a strong emphasis on community engagement and direct communication with customers. Many of the feeder holders are handcrafted from recycled materials, reflecting a commitment to sustainability and artisanal quality.

How are the clients attracted to the business?

Leveraging Facebook marketing and WhatsApp, along with setting up regular stalls at craft markets, helps customers recognize the brand and place orders for products.

What Advertising/Marketing is carried out?

Facebook posts, WhatsApp and market stalls

What competition exists?

The business appears to differentiate itself through:
- Handcrafted, natural products
- Direct customer engagement via WhatsApp and social media
- Locally made feeder holders from recycled materials

What are the seasonal trends?

Peak Sales Months:
January and July 2025 saw the highest sales volumes, indicating strong demand during mid-summer and mid-winter in South Africa.
April and May 2025 also showed solid performance, possibly due to seasonal feeding habits of birds during cooler months.
This pattern aligns with bird-feeding behavior, where colder months often drive higher demand for high-energy food like suet.

Are there up-to-date Management Accounts available?

Yes, records back to 2016

What percentage of the business is cash/credit?

The business operates largely on a cash basis.

How could the profitability of the business be improved?

The more you market on social media the more sales will be made.

What is the total staff complement?

The two owners along with one additional trained worker.

How involved is the Owner in running the business?

The owners play an active role in running the business.

What are the main assets of the business?

Templates for bird feeders
Basic Hand tools
Suet
Recipes for suet balls and molds
Client list
Recipe to run the business
Extended handover

What is their overall condition?

Good working order

How have they been valued ?

Owners valuation

Strengths?

The business is scalable and can grow exponentially and quickly due to the business offering a wide range of bird-related products, including:
- Wild Bird Feed Energy Balls (Suet balls - various sizes)
- Suet slabs
- Wild seed feeders
- Wooden and wire feeder holders
- The Quality and pricing is top-notch
- Strong loyal following
- Decorative and functional garden items like bird baths and rain gauges are also sold

Weaknesses?

None really. Because of its attention to detail of products this business has the ability to grow quickly. The business is however reliant on the owners but this can be changed.

Opportunities?

Monthly sales data shows consistent and growing demand, especially in colder months.
Opportunities exist to:
- Expand into retail or online sales
- Offer subscription boxes for regular customers
- Partner with garden centers or pet stores
- Develop branded feeders or gift sets.

Threats?

Local economic trends but this business has navigated these trends very successfully in the past.

What is the reason for the sale?

The owners are of retirement age.

Why is this a good business?

The business has maintained steady monthly sales, with noticeable peaks during colder months. There is a dependable customer base and predictable revenue cycles. Operations are efficient, with one worker producing enough stock on the bird food side for both markets and online orders in just three days a week. This points to:
- Low labor costs
- Scalable production without significant infrastructure
- Potential for increased output with minimal investment.

The business is also active at well-known markets. Their suet balls are high-energy, nutrient-rich bird food, especially beneficial during winter and migration seasons. They:
- Attract a wide variety of bird species
- Support bird health and survival
- Appeal to eco-conscious consumers and bird enthusiasts.