business
for sale



BUSINESS REPORT

Date: **10th November 2026**
Business Reference:**38117**

About the Business:

Window Décor Business – Ready to Run

Own a turnkey blinds, shutters and awnings business backed by a well-established national brand. Proven systems, strong supplier backing and full franchisor support from day one.

Window Décor Business – Ready to Run



Sector: **New Franchise Opportunities**

Asking Price:

R 900,000

Monthly Profit:

R 36,194

Asset Value:
R 400,000

Stock Value:
R 0

Yearly Net Profit :
R 434,332

Business Report

How long has the business been established?

Founded in 2009, the Franchise is an established South African re-seller and installer of premium blinds, shutters, awnings, and outdoor roofing solutions. We opened our first franchise in 2010 and today operate 29 branches nationwide — a 16-year franchising track record.

How long has the owner had the business?

17 Years.

What is the Franchise opportunity about?

The Franchise markets, sells, and installs high-quality blinds, shutters, and awnings to residential and commercial customers. You step into a proven model backed by established supplier partnerships and a national footprint — not a start-from-scratch venture.

Our products are high-quality, our service is personal, and our model works.

How long has the Franchise group been establised for?

16 Years.

How many existing franchisees are there in the group and for how long have they been operating?

29 franchised branches, with 25 owners, ranging from 1 year to 10 years.

In which provinces/ areas are the existing franchisees located in?

Gauteng, North West, Free State, Mpumalanga, Limpopo, KZN, Western Cape.

What is the success of the current franchisees?

Our franchisees succeed by following a tried-and-tested system. The processes, supplier relationships, and marketing are already built — They follow the 'recipe' provided by the franchisor in procedures and guidance which are tried and tested and built to scale. The franchisees that followed are successful. No exceptions.

How does the business operate on a daily basis?

Leads are received from various sources such as digital marketing, referrals, and other marketing.
Sale consultants visit potential customers to provide quotations, and generate leads by canvassing when not seeing customers.
Customer pays 70% deposit with acceptance of quote.
Sale consultants process orders.
The administrator places orders with various suppliers, follow-up on orders and give feedback to sale consultants and customers.
Stock is received and the administrator arranges installation with installation team and customer.
Installation team installs products.
Sale consultants handle follow-up calls and after-sale services.
The administrator captures all data on software systems.

How are the clients attracted to the business?

Via digital marketing, outside marketing, and canvassing. The digital marketing programme is set up at launch, so franchisees begin generating leads from the start rather than building an audience from scratch.

What Advertising/Marketing is carried out?

Digital marketing, canvassing, vehicle branding, mall exhibits, golf days, flyer handouts.

What competition exists?

The market includes other blinds and shutter retailers nationally. The franchise competes on brand recognition, product quality, and a structured sales-and-installation process that independents typically lack.

What are the seasonal trends?

Lower seasons during school holidays, long weekends, and mid December to mid January.
High season from September to November.

How is income derived?

Profit margin on sale of products.

How does the franchise operate on a daily basis?

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What advertising and marketing is undertaken on a group basis and what is the individual franchisee expected to do?

The franchisee is expected to spend 3% of its budgeted sales target on digital marketing and pay the managing fee to the digital partner to manage this service. The franchisee may also implement other marketing initiatives, such as golf days, expos, mall exhibits etc.

Head Office does ad-hoc marketing campaigns at their own discretion, such as SA Home Owner, TV and radio advertising. They may require the franchisees to make a contribution towards these campaigns.

What percentage of the business is cash/credit?

100% cash.

How could the profitability of the business be improved?

Increased sales by either increasing the performance of current sale consultants or employ more sale consultants.

What is the total staff complement?

2-5 Employees, depening on size and age of business.

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

Owner operator: Sales and management of business.
Administrator: All admin functions, including receiving leads, reviewing and managing orders, capturing data, arranging installations.
Sale Consultants: Lead generation, quoting and placing orders.
Installers: Installation of products.

Do any receive special perks or incentives?

Sale consultants receive commission on sales.

Are they on contract?

Permanent employees.
Installers may be sub-contractors.

How involved is the Owner in running the business?

This is an owner-operated franchise — the owner manages the day-to-day running of the business.

When does the current lease end?

N/A

What are the trading hours?

8:00 - 17:00

What is the square meters of the business?

minimum of 64 square meters.

What are the main assets of the business?

Marketing items (samples, stands, exhibit banners).
Goodwill (franchise license fee).

Are any items not included in the sale?

Tools for installations.
Furniture & Fittings.
Electronic Equipment.
Vehicles.

Strengths?

Excellent-quality products and customer service.
Strong, pre-negotiated national supplier network, with no stock-holding required at setup.

Weaknesses?

Finding and retaining suitable employees, particularly capable sale consultants.
Managing cash flow around seasonal demand.
Revenue tied to discretionary home-improvement spend.

Opportunities?

Growing national brand awareness.
Operates in a growing market — SA window coverings forecast to grow around 6% per year through 2031.
Commercial opportunities and collaboration with architects and interior designers.
Rising demand for energy-efficient and solar-control solutions.
Expansion into outdoor shading, awnings, and security products.
Suitable for B-BBEE candidates.

Threats?

Cheaper competitors and imports.
Premium/luxury positioning makes demand sensitive to economic changes.
Price increases linked to external economic factors (exchange rates, input costs).

What is the reason for the sale?

New franchises - growing the national footprint.

Why is this a good business?

This Franchise lets you build on an established brand rather than start cold. Franchisees receive: a recognised national brand; proven operating systems; hands-on training and ongoing support; access to a trusted supplier network; ready-made tools, templates, and processes; and a managed digital marketing programme that drives leads.

If you follow the lead you will be successful. The Franchisor strives for the Franchisee to be successful and thereby secures the success of the group as a whole and his own.

How are Projected turnovers and profits calculated?

We base our projections on actual figures from the group stats, taking into consideration sales capacity, actual expenses that we get from the franchisees' budget vs actual reports, and their service provider agreements.

The figures used is based on year one since opening. The projected turnover for year one is R 4 700 000 with a 9% nett profit to sales. The projected turnover for year two is R8 200 000 with an 11% nett profit to sales. Positive cash flow is projected from month two onwards. This does not include directors remuneration.

Detailed information on the projected figures is available for serious buyers.

What is the Franchise joining Fee?

New Franchise - R450 000 Ex VAT
Transfer/Resale - R50 000 Ex VAT

The Franchisee will also need a further R 450 000 for the design and setup of the the showroom and at least R 200 000 cash flow for initial stock purchases and expenses for the first 3 months of trading.

Total unencumbered cash needed is R 1 100 000.

What is the monthly royalty, management and marketing fees? Are these fees based on turnover or a flat rate?

There is no royalty fee.
A 10% admin fee will be charged on products purchased from non-approved suppliers.

The following monthly costs are compulsory:
1. Monthly Digital Marketing spend of a minimum of R12 000 (excl. VAT) or 3% of targeted turnover, whichever is greater.
2. Monthly Digital Marketing Management Fee, currently R5 375.
3. CRM license fees linked to the AUD exchange rate. Charged per user.
4. Microsoft license fees. Charged per user.
5. Public-, product-, defective workmanship-, goods in transit insurance must be taken.

What extra marketing and advertising should a franchise budget for?

Ad-hoc exhibitions.

What assets are included in the purchase price?

All marketing items and supplier samples.

Is the franchisor supplying all assets or can the franchisee source these items himself?

Only branded assets are supplied by preferred suppliers.
All other assets such as furniture and fittings, and electronic equipment may be sourced by the franchisee.

Is stock supplied with the initial franchise setup (if applicable?)

Only marketing items. No stock applicable.

How many staff members are required to successfully operate the franchise?

2-5 Employees

What training is provided for new franchisees and staff members? Is there a cost associated with this?

Training portal is available to all owners and staff members.
Initial in-person training of approximately 2 days, either at the branch or Head Office.
Any in-person / supplier visits will be for the franchisee's cost.

What support and backup is offered to the franchisee?

Full training is provided to new franchisees, followed by hands-on ongoing support. The sales manager visits branches and conducts a needs analysis with each franchisee to identify and unlock further growth opportunities.

Does the franchise have to be owner operated?

This is an owner-operated franchise — the owner manages the day-to-day running of the business. Thus preferred for the owner to be directly involved in the business.

What type of premises do a new franchisee require to operate the franchise?

Showroom of minimum 64 square meters situated in a shopping centre or busy street.

Will the franchisor assist in identifying or acquiring premises and will assistance be provided with negotiating the lease on behalf of the franchisee?

Yes.

How many franchises will be allocated to each Area/ Province?

1 Franchise per dedicated area. Should the franchisee not utilise the potential of the dedicated area and not reach the required sales targets continously, the franchisor may consider reducing the size of the dedicated area, or appoint another franchise in the area. This will be discussed with the current franchisee before any decision is finalised.

Will upgrades to the premises be required and if so how often will this occur?

It may be required as standards in the brand change. This will be communicated well in advance.

What skills and background is the franchisor looking for in a prospective franchisee?

We look for franchisees with strong business acumen, excellent interpersonal and sales ability, self-discipline, a drive for growth, and the financial readiness to invest and fund the start-up period.

What is the full purchase price of the franchise (incl VAT)?

R517 500 (incl. VAT). Please note: this is the franchise fee payable to the franchisor. Please have regard to the full breakdown of the total investment amount: in addition, a showroom of approx. R450 000 (possibly less, depending on size) is erected by the franchisor through its contractors and suppliers and paid to them, and approx. R200 000 working capital for the first three months stays with you.

What is included in the purchase price and breakdown of various costs?

For each new store a showroom is erected which amounts to about R 450 000. The amount might vary depending on the size of the showroom etc. The final figure will most probably be less. The amount must be proven available but does not have to paid over to the Franchisor.

The R 450 000 fee payable to Franchisor, is inclusive of the following:
* Training at premises specified by the Franchisor.
(exclusive of travel and accommodation cost)

* On-site training at premises of Franchisee .

* Training manual and access to SharePoint for standard documents.

* Various Marketing Material.

* Branded Clothing.

* Various Supplier Samples.

How many months working capital will the franchisee require?

3 Months.

When will a franchisee be able to start drawing profits from the franchise?

It is possible from month 3.

How much unencumbered cash is needed from prospective franchisee?

R 1 167 500 which is
R 517 500 Franchise fee (VAT included)
R 450 000 set up fee of showroom etc
R 200 000 cashflow for first three months