business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**38221**

About the Business:

Western Cape Sports Good Retailer - 3 locations

This well-known group of 3 sports supply stores, each with its own management, needs a new owner who can also take the shops online with a strong ONLINE presence...

Western Cape Sports Good Retailer - 3 locations



Sector: **Retail**

Asking Price:

R 1

Monthly Profit:

R 146,766

Asset Value:
R 234,600

Stock Value:
R 5,499,999

Yearly Net Profit :
R 1,761,186

Business Report

Fully describe the business's activities?

The owner has been in the industry for well over 38 years !
Currently he runs 2 sites, 1 in the Boland and 2 in the Overberg areas operating as retail sport shops, selling all types of sporting equipment, -clothing, -fishing tackle, etc.
The 3 stores are in a 150km radius of each other with 2 of them being in coastal towns.
The latter 2 shops specialize more in sea- and water related sports equipment and fishing tackle.

How does the business operate on a daily basis?

All the shops are manager-run, and the owner does the administration and stock management.
He visits every shop at least once a week.
It is not imperative that the owner reside in one of the towns. He can be anywhere in the Western Cape, as long as he manages stock control and payments and can visit the stores at least once a week.

What Advertising/Marketing is carried out?

Promotions are advertised in local printed media.

What competition exists?

There are similar shops; the differentiating factor is the wide and varied selection that this group of shops offers - hence the stock value.
Being able to also swap stock between stores helps with client retention and sales.

How could the profitability of the business be improved?

Increased advertising and resource optimization.
Revising the supplier list may have benefits.

Do any have management potential?

The managers are fully competent and mostly independent.

How involved is the Owner in running the business?

50%

What are the trading hours?

Trading hours are 7h30 -17h30 Monday to Friday and 7h30 - 13h00 on a Saturday

Strengths?

1. Diversified product offering
Stocks multiple categories (rugby, soccer, athletics, fishing, diving, apparel).
Reduces reliance on a single revenue stream (e.g., fishing-only shops).

2. One-stop-shop positioning
Broad inventory appeals to families, schools, clubs, and anglers.
Convenience advantage vs niche competitors.

3. Strong regional presence
Inland (Boland – schools, clubs)
Coastal (tourism & fishing markets)

Access to tourism-driven demand (fishing, diving, outdoor activities).

4. Established physical retail footprint
Long-standing presence with consistent trading hours and local awareness.
Walk-in traffic from their street locations.

5. Access to recognized brands
Carries known sports and fishing brands (e.g., reels, rods, apparel brands).
Builds credibility and repeat purchases.

Weaknesses?

1. Limited digital presence
No strong e-commerce or official website presence noted.
Reliance on physical retail vs growing online market.

2 Broad focus can dilute specialization

Competes with:
Specialized fishing stores
Specialized sports chains

3. Geographic limitation
Strong regional presence but limited national footprint.
Growth constrained to Western Cape towns.

4. Pricing pressure
Competes with:
Large chains (e.g., Sportsmans Warehouse)
Online retailers like Take-a0lot
Hard to match economies of scale.

Opportunities?

The model lends itself to expansion through additional shops, increased interaction with and special-/packaged deals for schools, government institutions and recreational clubs.

Opportunities
1. Growing fishing and outdoor market
The SA fishing equipment market is projected to grow steadily (≈4.45% CAGR to 2033).
Increasing demand for rods, reels, and accessories.

2. Tourism-driven demand (Overberg)
Fishing tourism
Shark cage diving
Coastal activities

Opportunity to position as“tourist tackle hub”.

3. E-commerce expansion
Launch online store + nationwide courier delivery
Tap into broader SA market beyond walk-in customers.

4. Niche specialization
Expand into:
Deep-sea fishing gear
Fly fishing
Adventure sports equipment

Create expert positioning in selected niches.

5. Community & school partnerships
Strong opportunity in:
School sports kits
Club sponsorships

Builds recurring revenue and loyalty.

Threats?

1. Strong competition
Large retailers and specialist fishing shops (e.g., fly fishing outfitters, online stores).
Online platforms increasing price transparency.

2. Economic pressure in South Africa
Disposable income constraints affect non-essential spending (e.g., sports gear, fishing equipment).
Retail sector highly price-sensitive.

3. Shift to e-commerce
Customers increasingly prefer:
Online price comparison
Home delivery

Brick-and-mortar traffic may decline.

4. Seasonal demand fluctuations
Fishing and school sports are seasonal
Impacts cash flow stability.

5. Supply chain & import dependency
Many products (rods, reels, branded gear) are imported
Perhaps Vulnerable to:
Currency fluctuations
Shipping delays

What is the reason for the sale?

Owner decided to focus on his farming activities.