business
for sale

BUSINESS REPORT

Date: **15th September 2026**
Business Reference:**38365**

About the Business:

Turnkey Baby Boutique with Established Distribution and Multi-Channel Retail Presence.

An established distribution and multi-channel retail business, specializing in importing and developing trusted international baby and toddler brands for the South African market. The company has earned a strong reputation for stylish, affordable products, supported by excellent customer service and a seamless online shopping experience

Turnkey Baby Boutique with Established Distribution and Multi-Channel Retail Presence.

Sector: **Retail**

Asking Price:

R **7,050,000**

Monthly Profit:

R **280,283**

Asset Value:
R **17,925**

Stock Value:
R **2,500,000**

Yearly Net Profit :
R **3,363,397**

Business Report

Fully describe the business's activities?

Star Sweepers is an established multi-channel baby and children's products business, operating across both retail and online channels. The company imports and distributes exclusive international brands throughout South Africa, while also operating a successful direct-to-consumer e-commerce platform.

How does the business operate on a daily basis?

The business operates as an online e-commerce business with streamlined day-to-day operations. One staff member is responsible for processing customer orders, managing inventory, coordinating packaging and dispatch, responding to customer enquiries, and maintaining the online sales platforms.

The owner remains actively involved in the business and oversees the overall management and strategic direction. This includes supplier liaison, marketing initiatives, stock purchasing, financial management, quality control, and ensuring the smooth running of daily operations.

What Advertising/Marketing is carried out?

Ecommerce website
Customer database
Social media accounts
Paid advertising
Consumer exhibitions

What competition exists?

While there are other online competitors in the market, this business has established a loyal customer base and a proven track record of consistent performance, offering buyers a strong foundation with clear opportunities for growth.

How could the profitability of the business be improved?

Expansion into marketplaces.
Dedicated B2B ordering portal.
Additional exclusive international brands.
Larger warehouse with dedicated fulfilment staff.
Increased digital marketing investment.
Expansion into neighbouring African countries.
Corporate and hospital partnerships.
Nursery and interior designer partnerships.
Amazon and international ecommerce
Increased national retailer penetration.

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

One staff member attending to orders, fulfillment and customer service.

Do any have management potential?

Yes but limited

How involved is the Owner in running the business?

Yes, active owner involvement

When does the current lease end?

Not applicable, the business is currently run from home.

What are the trading hours?

8-16:30 Monday to Thursday and 8:00 - 13:00 on Fridays

Strengths?

Established online presence with a professional e-commerce platform.
Low overheads compared to traditional retail stores.
Niche focus on baby products with consistent year-round demand.
Scalable business model with opportunities for growth.
Established supplier relationships and reliable product sourcing.
Strong potential for repeat customers and online sales growth
Established retailer network

Weaknesses?

Dependence on third-party couriers for product delivery.
Sales can be impacted by website performance and digital marketing effectiveness.
Dependence on supplier stock availability and lead times

Opportunities?

Expand the product range to attract a broader customer base.
Increase sales through digital marketing and social media.
Develop partnerships with maternity clinics, parenting groups, and influencers.
Introduce customer loyalty and referral programmes.
Expand into new geographic markets through nationwide delivery.
Capitalise on the continued growth of online shopping and e-commerce.

Threats?

Rising courier, shipping, and logistics costs.
Economic downturns reducing consumer spending.
Supply chain disruptions affecting product availability.

What is the reason for the sale?

The decision to sell is driven primarily by their international relocation rather than any issues with the business itself.

What is the source for the 2027 Financials

The latest actuals have been captured. The business has grown significantly in 2027 with the growth is forecasted to continue