business
for sale



BUSINESS REPORT

Date: **28th November 2026**
Business Reference:**38271**

About the Business:

Sweet Treats, Sweet Profits

An exciting opportunity to take over a well-established retail outlet in one of South Africa's most sought-after shopping destinations. With years of successful trading, a trusted brand, and a loyal customer base, this business is built on solid foundations. The store attracts a wide mix of shoppers — from families and tourists to kids and gift buyers — ensuring steady sales throughout the year. Popular products such as popcorn, slushies, confectionery, and novelty treats deliver excellent margins and thrive on impulse

purchases. Operations are simple and efficient, thanks to established suppliers, trained staff, and proven systems. Seasonal peaks during school holidays and the festive season bring additional revenue, driven by high visitor traffic. For an owner-operator, this is a chance to run a fun, profitable, customer-focused business with plenty of room to grow.

Sweet Treats, Sweet Profits



Sector: **Retail**

Asking Price:

R 400,000

Monthly Profit:

R 24,289

Asset Value:
R 168,163

Stock Value:
R 80,000

Yearly Net Profit :
R 291,465

Business Report

Fully describe the business's activities?

This is a sweet shop with a range of imported candy and drinks, popular local treat and snack brands, handmade chocolates and a wide range of pick n mix options, located in a busy shopping mall.

How does the business operate on a daily basis?

Staff member on opening shift opens the kiosk and unpacks the goods at 8:45 to be trading at 9. They will pack up at closing time. In between the kiosk has a steady flow of customers- both regulars and new customers, those who are looking for something specific and those stopping for an impulse buy. The point of sale, staff and suppliers are all reliable.

What Advertising/Marketing is carried out?

Our most successful marketing is the A4 posters with the regular specials. Occasionally we have an online post which garners attention or we participate in raffles and lucky draws.

What competition exists?

Other notable snack and beverage operators in the vicinity include the biltong shop and Checkers

How could the profitability of the business be improved?

Stronger online presence, more marketing, fewer staff, possibly a second POS during busier periods

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

Staff Complement

The business operates with a team of four trained staff members responsible for sales, customer service, merchandising, stock control, cash handling, shop presentation, and daily operational procedures.

Staff length of service ranges from approximately 3 to 10 years, providing continuity and operational knowledge within the business.

Do any have management potential?

Yes

How involved is the Owner in running the business?

The owner currently oversees supplier ordering, creditor payments, stock management, promotions, reporting, and general business administration. Average time spent on the business is 1 hour/ day

When does the current lease end?

31 October 2028

What are the trading hours?

Monday: 09:00 – 19:00
Tuesday: 09:00 – 19:00
Wednesday: 09:00 – 19:00
Thursday: 09:00 – 19:00
Friday: 09:00 – 21:00
Saturday: 09:00 – 21:00
Sunday: 09:00 – 18:00

What are the main assets of the business?

The fixtures and fittings, 3 drinks fridges, 2 popcorn machines, candy bins and a scale for weighing the pick n mix.

Strengths?

- Located in in a premier retail destination with strong year-round foot traffic.
- Established business with a recognised customer base and proven trading history.
- Attractive, colourful product offering with broad appeal across children, teenagers, families and tourists.
- Strong gross profit margins on key product categories such as popcorn, slushies and confectionery.
- Relatively simple business model requiring limited specialised skills.
- Benefits from significant seasonal trading peaks during school holidays and the December holiday season.
- Diverse product mix including sweets, chocolates, drinks, popcorn, candy floss, crisps and novelty items.
- Existing supplier relationships and established operating systems.

Weaknesses?

- Sales are highly dependent on mall foot traffic and customer impulse purchases.
- Business requires hands-on stock management due to the large number of product lines.
- Exposure to shrinkage and stock losses if controls are not consistently maintained.
- Reliance on owner involvement for purchasing, supplier management and business administration.
- Limited physical footprint restricts product expansion opportunities.

Opportunities?

- Increase marketing through social media, loyalty programmes and local promotions.
- Expand gifting, seasonal hampers and custom confectionery offerings.
- Introduce additional high-margin exclusive or imported confectionery products.
- Strengthen partnerships with schools, events, parties and corporate gifting customers.
- Improve kiosk visibility and merchandising to maximise conversion from passing foot traffic.
- Capitalise further on tourism and holiday visitor spending in Umhlanga.
- Potential to introduce online ordering and delivery for selected products and gift items.

Threats?

- Shopping centre rental and operating costs.
- Economic downturns
- Competition from supermarkets, convenience stores and other confectionery retailers.
- Potential disruptions to mall traffic due to renovations, tenant changes or broader economic conditions.
- Supplier price increases affecting margins if not passed on to customers.
- Load shedding, power interruptions or equipment failures impacting trading and product quality.

What is the reason for the sale?

After many rewarding years in the confectionery retail industry, the owner has chosen to focus on family, other business interests, and community commitments.