business
for sale



BUSINESS REPORT

Date: **28th November 2026**
Business Reference:**38501**

About the Business:

Honoring the deceased

Located in Zululand, a franchised store offering the local community high quality headstones as symbols of love and respect for the departed.

Honoring the deceased



Sector: **Retail**

Asking Price:

R 965,000

Monthly Profit:

R 22,411

Asset Value:
R 0

Stock Value:
R 35,000

Yearly Net Profit :
R 268,935

Business Report

Fully describe the business's activities?

The business has been offering high quality tombstones, at the most affordable prices in South Africa, to grieving family members for over fifteen years. Being privately owned it is very much a value driven company and strive to treat their customers with compassion and understanding.

How does the business operate on a daily basis?

Shop opens 6 days a week at 8am.

Interested customers are shown the various stones and are guided though the process of purchasing a stone. Once full payment is received, the stone is ordered from the factory who then delivers and fits the stone at the clients given location on an agreed date.

Lay-buys are accepted but stone is only ordered once full payment is received.

What Advertising/Marketing is carried out?

Flyers, word of mouth and limited on-line marketing.

What competition exists?

There are other granite tombstone suppliers in the area but this product is unique and offers a greater range.

How could the profitability of the business be improved?

Increased marketing and exposure - similar areas/markets exist within close proximity. "Pop up" stores and activations can increase the footprint here. The shop did something similar in Nkhandla which proved to be a successful exercise.

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

5 years - open and close shop. Ensure the shop is clean and presentable. Sell, order and reconcile lay-buy payments.

Do any have management potential?

Yes

How involved is the Owner in running the business?

Part-time. Shop is well established and runs independently, there is very little day to day involvement. Owner keeps accounts up to date and controls all payments.

When does the current lease end?

January 2029

What are the trading hours?

8am to 4pm

What are the main assets of the business?

Shop fittings, displays, cell phone and computer.

Strengths?

Established market.
Consistent turnover over a 5 year period.
Easy to run and can be done remotely with limited time pressures.
Low overheads.
Consistent market - unveiling ceremonies and traditional beliefs are deep set in local community.

Weaknesses?

Location is far from Durban (300km) - makes it hard to deal with issues if they arise.

Opportunities?

Similar market in surrounding locations - opportunity to expand and grow market share.

Threats?

Competition in the granite space.

What is the reason for the sale?

Business is well established and has been built over the last 5 years. Owner is looking for a new challenge and does not have time to build/grow the business.