



# BUSINESS REPORT

Date: **4th February 2026**  
Business Reference:**37472**

About the Business:

## **Profitable E-Commerce Furniture Business with Global Reach**

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This business has successfully transformed a traditional craft into a modern online success story. With the majority of sales generated through its professional e-commerce platform, it has built a strong reputation for quality furniture that appeals to both South African and international buyers. The brand is well-positioned in a niche market where demand is steady, margins are healthy, and customers return for

repeat purchases. Its online storefront, digital marketing channels, and established logistics setup make the business easy to manage and scalable, with clear opportunities to expand into new product lines or international markets. For a buyer looking for a ready-made online brand with proven traction, established systems, and significant growth potential, this is a turnkey opportunity.

## Profitable E-Commerce Furniture Business with Global Reach



Sector: **Manufacturing**

Asking Price:

**R 12,000,000**

Asset Value:

**R 1,509,447**

Monthly Profit:

**R 227,255**

Stock Value:

**R 0**

Yearly Net Profit :

**R 2,727,064**



# Business Report

## Fully describe the business's activities?

The business specialises in selling high-quality, handcrafted furniture inspired by traditional African styles. Its offerings include:

- Indoor Furniture: A range of chairs, sofas, tables, and shelving units crafted with precision and attention to detail.
- Outdoor Furniture: Durable and stylish pieces such as loungers, garden chairs, and dining sets, perfect for patios and outdoor spaces.
- Wholesale and Retail Sales: Catering to both direct consumers and bulk buyers, including retailers and hospitality businesses.

Each piece is made using sustainably sourced materials, blending artistry with functionality. The business is known for its commitment to quality craftsmanship, which has earned it a loyal customer base locally and abroad.

With a strong focus on design and sustainability, the business serves a wide market, including homeowners, interior designers, and commercial clients. Its dedication to timeless style and superior workmanship positions it as a leader in the niche furniture market.

## How does the business operate on a daily basis?

The business operates through a streamlined process to ensure efficiency and quality craftsmanship. Key daily activities include:

- Production: Skilled artisans craft furniture pieces, maintaining high standards of quality and attention to detail.
- Order Management: Customer orders, both wholesale and retail, are processed and prioritised for timely fulfilment.
- Material Sourcing: Sustainable materials are managed to ensure consistent supply for production needs.
- Sales and Customer Service: The team engages with clients, addressing inquiries, custom requests, and purchase orders.
- Logistics: Coordination of deliveries to local and international clients, ensuring secure and timely shipment of products.
- Quality Control: Each piece undergoes thorough inspection before delivery to guarantee superior standards.

The business is supported by an efficient management system that oversees operations, customer satisfaction, and market trends. This hands-on approach ensures seamless daily functioning and sustained excellence.

## What Advertising/Marketing is carried out?

The business employs a multifaceted advertising and marketing strategy to reach its target audience effectively. Key initiatives include:

- Digital Marketing: A professional website and active social media presence showcase the product range and craftsmanship, attracting both local and international clients.
- Search Engine Optimisation (SEO): The website is optimised for keywords related to handcrafted furniture, increasing visibility in online searches.
- Social Media Campaigns: Platforms like Instagram and Facebook highlight product designs, customer testimonials, and behind-the-scenes craftsmanship.

## What competition exists?

The business operates in a competitive market, but it stands out with a Google rating of 4.6, reflecting its strong reputation and high customer satisfaction. As a well-established player in the online market, the business effectively reaches local and international audiences through its professional website and active social media presence.

Key competitors include:

- Local Furniture Makers: Competing on price and craftsmanship in the artisan market.
- Mass-Produced Furniture Retailers: Large chains offering lower-cost, factory-produced furniture.
- Niche Brands: Other boutique businesses targeting premium clients with artisan-crafted pieces.

This business differentiates itself with:

Outstanding Online Presence:

- A strong digital footprint supported by excellent customer reviews.
- Unique Designs: African inspired craftsmanship that blends tradition with functionality.
- Sustainable Practices: Ethically sourced materials that appeal to eco-conscious consumers.

The combination of exceptional online ratings and a well-established digital presence ensures the business attracts a loyal, discerning clientele.

## How could the profitability of the business be improved?

Ways to Improve Profitability:

- Lower Expenses: Streamline operations, optimise material sourcing, and reduce overhead costs without compromising quality.
- Increase Sales: Enhance marketing efforts, introduce new product lines, and offer promotions to attract a broader customer base.
- Expand into Export Markets: Tap into international markets by leveraging the unique appeal of African-inspired furniture and establishing partnerships with global distributors.

By focusing on these strategies, the business can unlock additional revenue streams and improve its overall profitability.

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

- Administration: Handles purchasing, payroll reconciliation, and general administrative tasks.
- Weavers: Skilled artisans responsible for crafting the products.
- Factory Supervisor: Oversees production processes and manages orders to ensure timely delivery.
- Dispatch Manager: Coordinates the packing and shipping of orders to clients.
- Owner: Focuses on marketing and sales to drive business growth.

## Do any have management potential?

Yes

## How involved is the Owner in running the business?

The owner is minimally involved in the day-to-day operations, dedicating only 5–10% of his time to the business. Their primary focus is on marketing and sales, while a skilled team manages the operational, administrative, and production aspects efficiently.

## When does the current lease end?

28 Feb 2026

## What are the trading hours?

08:00 - 16:45 Monday to Friday

## What are the main assets of the business?

1 x Sewing machine R10 000  
10 x Racking shelving

## Strengths?

- High GP and NP%
- TakeALot market place extra sales channel
- USA & UK client exports 20ft Containers
- Exclusivity with Malawian supplier in South Africa

## Weaknesses?

- Niche focus may limit appeal to mass-market customers.
- Higher price point compared to mass-produced furniture retailers.
- Dependence on skilled artisans, which may impact production scalability.

## Opportunities?

- Expand into new markets with growing demand for artisan-crafted, sustainable furniture.
- Increase marketing efforts to capitalise on strong online ratings and reputation.
- Collaborate with hospitality businesses, interior designers, and decorators to secure bulk orders.
- Introduce new product lines to appeal to a broader audience, such as modular or multi-functional furniture.

## Threats?

- Intense competition from both local artisans and large-scale retailers.
- Economic downturns affecting discretionary spending on premium furniture.
- Challenges in sourcing sustainable materials due to supply chain disruptions.
- Growing popularity of online marketplaces offering competitive pricing and convenience.

## What is the reason for the sale?

The owner is a startup visionary who excels at launching and establishing businesses. However, his passion lies in creating new ventures, and they are eager to shift their focus to exciting new opportunities.