

BUSINESS REPORT

Date: **4th February 2026**

Business Reference:**37615**

About the Business:

Turnkey Boutique Offering Décor, Fashion & Gifting – Established & Profitable

This fully operational boutique has been delighting customers since 2015 with its curated mix of local and international products. With strong financials, streamlined operations, and a well-trained team in place, it's ready for a new owner to step in and scale. Ideal for entrepreneurs or investors looking for a profitable and stylish venture.

Turnkey Boutique Offering Décor, Fashion & Gifting – Established & Profitable



Sector: **Retail**

Asking Price:

R 2,050,000

Monthly Profit:

R 72,325

Asset Value:

R 0

Stock Value:

R 950,000

Yearly Net Profit :

R 867,898



Business Report

Fully describe the business's activities?

The owners run a retail lifestyle store that offers carefully curated products blending elegance, functionality, and aesthetic charm. Their business specializes in:

- Exclusive French perfumes and home fragrances
- Sophisticated homeware, imported and local linens and thoughtfully chosen lifestyle homeware products.
- Personalized gifting services, including custom gift wrapping and personal consultations.
- Nationwide delivery and an exceptional online shopping experience.

How does the business operate on a daily basis?

Open from Tuesday to Sunday with specific retail hours, the store provides a unique and personalized in-store shopping experience. Customer service is a top priority, with champagne offered upon arrival and consultations available. Their staff are highly trained in customer service and possess extensive product knowledge. They specialize in creating unique gift options, with orders available both in-store and online, offering nationwide delivery and personalized gift-wrapping services.

What Advertising/Marketing is carried out?

Social media engagement and newsletter campaigns, product sampling promotions, free shipping and discounts on perfume sample purchases, seasonal product launches, limited editions collections, and corporate gifting with personalized services are great strategies that are used to connect with customers.

What competition exists?

The shop would compete with other independently owned boutique lifestyle and retail stores in Johannesburg which are notable scarce within the area. Its distinctive product selection, exclusive offerings like brand-specific perfumes, and personalized service set it apart from larger chain retailers.

How could the profitability of the business be improved?

The business is already implementing several strategic initiatives to strengthen profitability. These include expanding the market reach through planned pop-up store events across South Africa to strengthen profitability. These include expanding market reach through planned pop-up store events across South Africa and boosting revenue by growing online sales through direct marketing linked to VIP in-store events, as well as leveraging social media and influencer partnerships. Additionally, adjusting store operations, such as opening on Mondays and reconsidering the annual two-week shutdown, presents further opportunities to enhance overall profitability.

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

The business is co-managed by two owners, each handling specific responsibilities. One takes care of marketing, visual merchandising, and events, while also contributing to buying decisions. The other oversees operations, including stock control, HR, and finance. Supporting them is a part-time salesperson who plays a multifaceted role. This includes engaging with clients during sales transactions, merchandising, and providing support during weekend trade and special events such as product launches and pop-ups. Full-time employees are responsible for a variety of operational tasks, including the daily running of the front of the store - opening and closing, end-of-day cash up, receiving and checking goods, labelling, conducting stock counts, assisting with in-store sales, gift wrapping service and maintaining store cleanliness. In addition, a marketing consultant serves in an advisory capacity, offering guidance on marketing initiatives, photography, and social media strategy.

Do any have management potential?

Yes, they do. The staff bring extensive retail experience and have received training during their time with the business.

How involved is the Owner in running the business?

The owners oversee the daily operations, handling procurement, managing finances, and taking care of merchandising, although their presence at the premises may vary daily.

When does the current lease end?

The lease was extended in April 2025 and is a three-year lease agreement.

What are the trading hours?

Tuesday to Friday 9 am to 5 pm
Saturday 9am to 4 pm
Sunday 9:30 am to 1:30pm
Monday closed

What are the main assets of the business?

The main assets of the business include its stock, shop fittings, and an integrated generator to ensure seamless power supply during interruptions. It's also the only store in South Africa that showcases the full renowned French perfume collection.

Strengths?

- Prime Location: Situated on one of the region's premier high streets, the store benefits from excellent visibility, free parking, and strong destination appeal for both local and international visitors.
- Established Reputation: With over 10 years in operation, the business is well-recognised for its unique and beautifully curated product ranges, distinguished by quality and exclusivity.
- Exclusive Partnerships: The partnership with a prestigious French perfume house, combined with a carefully selected product mix, sets the store apart from competitors.
- Curated house of brands: The store has always prided itself as being a house of brands and not a branded house by being brand ambassadors they have enjoyed the support of the various manufactures that they represent and showcase.
- Supplier Relationships: Long-standing, trusted relationships with reputable local suppliers of imported goods ensure seamless access to exclusive international products.
- Established LSM 8 – 12 customer following
- Strong and growing social media presence
- Financial & Operational Strength: A strong gross profit margin supports healthy operations, while a favourable lease with a private landlord provides both stability and flexibility.
- Security & Environment: Excellent street security contributes to a safe and welcoming environment for clients and visitors.
- Customer Loyalty & Service: The business enjoys a loyal client base drawn to its personalised service, immersive in-store experience, and curated lifestyle events.
- Growth Opportunities: The foundation is in place for further expansion through pop-ups, online growth, and increased brand visibility.

Weaknesses?

- Owner-Led Management: The business benefits from hands-on owner involvement, complemented by reliable staff support. However, further delegation could create additional capacity for growth.
- Seasonal Dynamics: As with most retail businesses, trade naturally follows seasonal patterns, presenting opportunities to explore initiatives that drive year-round engagement.
- Online Growth Potential: While the physical store performs strongly, the digital channel remains underutilised, representing a valuable growth opportunity.
- Broad Stock Range: Carrying a wide variety of products ensures customers' needs are met, though it requires careful inventory management to balance choice with efficiency.

Opportunities?

- Strengthening the market awareness of the brands showcased
- Leveraging the e-commerce platform
- Expanding events and brand collaborations
- Enhancing digital marketing and loyalty programs
- Stocking a more diverse range of products to attract the LSM 6 – 8 market
- Additional stores in strategic positions in SA
- With its proven formula, reputation, and loyal following, the business is perfectly positioned for its next exciting chapter.

Threats?

Economic downturns are impacting luxury spending, while global e-commerce platforms are intensifying competition.

What is the reason for the sale?

The owners want to focus on another business that primarily deals in wholesaling.