

BUSINESS REPORT

Date: **4th February 2026**
Business Reference:**37690**

About the Business:

Established Bird feeding Business Seeking New Owner- side hustle

This well-established bird feed business offers a loyal customer base, streamlined production, and strong brand recognition in the eco-conscious pet and wildlife market. Ideal for entrepreneurs or nature enthusiasts looking to step into a profitable, purpose-driven venture.

Established Bird feeding Business Seeking New Owner-side hustle



Sector: **Retail**

Asking Price:

R 755,000

Asset Value:
R 55,000

Monthly Profit:

R 28,226

Stock Value:
R 20,000

Yearly Net Profit :
R 338,712



Business Report

Fully describe the business's activities?

This business offers handcrafted suet balls, slabs, and seed cakes made from all-natural ingredients, designed to attract and nourish wild birds. Loved by bird enthusiasts and their feathered visitors alike, these products are known for their quality, sustainability, and charm—often paired with beautiful feeders made from recycled materials.

How does the business operate on a daily basis?

All products are handcrafted using all-natural ingredients, including suet, seeds, and peanuts. The business produces a variety of products such as suet balls (in multiple sizes), suet slabs, and wild seed feeders. These are prepared in batches, based on demand and stock levels. Orders are taken via WhatsApp and social media platforms, particularly Facebook, where product listings and pricing are actively promoted. This indicates a strong emphasis on community engagement and direct communication with customers. Many of the feeder holders are handcrafted from recycled materials, reflecting a commitment to sustainability and artisanal quality.

What Advertising/Marketing is carried out?

Facebook posts, WhatsApp and market stalls

What competition exists?

The business is actively competing in a growing niche market. The business appears to differentiate itself through:

Handcrafted, natural products

Direct customer engagement via WhatsApp and social media

Locally made feeder holders from recycled materials

How could the profitability of the business be improved?

Build a structure to expand market presence.

How involved is the Owner in running the business?

The owners play an active role in running the business.

What are the main assets of the business?

Templates for bird feeders
Basic Hand tools
Suet
Recipes for suet balls and molds
Client list
Recipe to run the business
Extended handover

Strengths?

The business offers a wide range of bird-related products, including:
Suet balls (various sizes)
Suet slabs
Wild seed feeders
Wooden and wire feeder holders
Peanuts (1kg and 2kg)
The Quality and pricing
Strong loyal following
Decorative and functional garden items like bird baths and rain gauges

Weaknesses?

Number of employees, two being the owners

Opportunities?

Monthly sales data shows consistent and growing demand, especially in colder months.
Opportunities exist to:
Expand into retail or online sales
Offer subscription boxes for regular customers
Partner with garden centers or pet stores
Develop branded feeders or gift sets.

Threats?

Local economic trends

What is the reason for the sale?

The owners are planning to retire and relocate to the coast.