business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37945**

About the Business:

Profitable Gun Shop & Outdoor Store with Strong Foot Traffic – Prime Location!

Profitable gun and outdoor store offering multiple revenue streams and consistent footfall, supported by an established brand and knowledgeable staff. The range drives regular visits, while add‑on services and events boost basket size. Ready for scale via e‑commerce, partnerships, and seasonal promotions under a secure, renewal‑ready lease framework.

Profitable Gun Shop & Outdoor Store with Strong Foot Traffic – Prime Location!



Sector: **Retail**

Asking Price:

R 2,000,000

Monthly Profit:

R 80,024

Asset Value:
R 1,000,000

Stock Value:
R 4,700,000

Yearly Net Profit :
R 960,289

Business Report

Fully describe the business's activities?

A retail gunshop with a shooting range that sells firearms, ammunition, and related accessories, and provides a safe, supervised environment for customers to practice shooting. Its operations include procuring products from licensed suppliers, offering expert advice and training on firearm safety and handling, and hosting various events and courses for enthusiasts and beginners. The business is committed to strict legal compliance and security protocols, supports customer needs through repair and warranty services, and engages the community through education, marketing, and outreach initiatives—all while maintaining rigorous inventory and financial management.

How does the business operate on a daily basis?

This retail gunshop with a shooting range is a specialised business that sells firearms, ammunition, and related accessories, and provides a safe, supervised environment for customers to practice shooting. Its operations include procuring products from licensed suppliers, offering expert advice and training on firearm safety and handling, and hosting various events and courses for enthusiasts and beginners. The business is committed to strict legal compliance and security protocols, supports customer needs through repair and warranty services, and engages the community through education, marketing, and outreach initiatives—all while maintaining rigorous inventory and financial management.

What Advertising/Marketing is carried out?

The business employs a dynamic approach to marketing by leveraging a variety of social media platforms to connect with its audience. Their strategy includes posting regular updates about new firearms, gear, shooting events, and training opportunities, as well as sharing informative content such as safety tips and product reviews. Interactive elements, like live Q&A sessions, competitions, and video demonstrations, help foster engagement and excitement among followers. The business encourages satisfied customers to share their experiences, generating positive word-of-mouth and authentic reviews. By responding promptly to inquiries and maintaining a consistent online presence, the gunshop cultivates a strong sense of community. Promotions and event announcements are also used to attract potential clients and keep existing ones informed. All these efforts are designed to maximize visibility, build trust, and position the business as a hub for firearm enthusiasts, all without relying on a traditional website.

What competition exists?

Beyond the four other outlets in the same town, a retail gunshop with a shooting range also faces competition from several other sources. Online firearm retailers, though restricted by regulations, can attract buyers seeking convenience or lower prices on accessories. Gun shows and regional expos periodically draw enthusiasts away from local shops by offering special deals and a wide selection. Sports and outdoor stores in nearby towns or cities may also compete for the same clientele, particularly for hunting and shooting gear. In addition, private clubs and shooting associations sometimes offer their own ranges and member perks, enticing dedicated marksmen. This broader spectrum of competition means the gunshop must constantly innovate, maintain strong customer relationships, and deliver exceptional service to stand out in a dynamic market.

How could the profitability of the business be improved?

The profitability of this business can be significantly improved by adding high‑margin services such as gunsmithing, Cerakote work, and licensing‑related admin support, while also leveraging a shooting range and launching membership programmes that generate recurring income and increase customer spend. Focusing on higher‑margin products—especially used firearms, accessories, and ammunition—along with offering training courses and safety classes, further boosts revenue. Relaunching previously successful raffles can create excitement, attract foot traffic, and stimulate both accessory and impulse sales. Partnerships with security companies, farmers, hunting clubs, and shooting groups help secure bulk orders, while an online store for accessories expands market reach. Finally, tighter inventory management, stronger customer engagement, and active community involvement all contribute to sustainable, long‑term profitability.

How involved is the Owner in running the business?

The owner oversees all operations personally, including handling supplier payments and managing special and/or bulk purchases.

When does the current lease end?

The owner recently renegotiated a reduced rental for the combined retail shop and shooting range. A new consolidated lease agreement now replaces the two previous leases, which previously expired at different times. The new lease runs until 30 November 2028. The rent reduced from R36 593.68 to R25 000.00 excluding Vat.

What are the main assets of the business?

A gun shop's assets generally fall into three categories: operational assets, inventory assets, and compliance/security assets. Together, these form the foundation of a functioning and legally compliant firearms dealership.

1. Firearms Inventory (Largest Asset Class)
2. Ammunition Inventory
3. Accessories & Outdoor Goods
4. Fixtures, Fittings & Display Infrastructure
5. Security & Compliance‑Critical Assets
6. Shooting Range Assets
7. Electronic & Operational Equipment
8. Licenses & Intangibles (Not physical but essential)

Strengths?

- Dual-format offering (retail + shooting range);
- Good retail footprint & visibility;
- Security of tenure;
- Category breadth; all

geared to enabling diversified revenue streams beyond firearms and ammunition.

Weaknesses?

- Inventory intensive model;
- Weekend trading window is short;
- Reliance on leased premises; and
- Regulatory complexity embedded in operations.

Opportunities?

- Membership & range monetization;
- E commerce & social commerce for accessories;
- Local partnerships; and
- Events & promotions including but not limited to relaunch past raffles.

Threats?

- Regulatory shifts & processing delays;
- Competitive landscape; and
- Center based risks.

What is the reason for the sale?

The owner is approaching retirement and wishes to spend more quality time with his family, including travelling and enjoying activities he previously could not pursue due to business commitments.