business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37987**

About the Business:

Long-Established Blinds & Curtains Business – Owner-Operated, Cape Town

The business is a longstanding, owner-managed blinds and curtains operation based in the Northern Suburbs of Cape Town, offering a comprehensive end-to-end service including consultation, manufacture, installation, and repairs.

Long‑Established Blinds & Curtains Business – Owner‑Operated, Cape Town



Sector: **Services**

Asking Price:

R 3,529,536

Monthly Profit:

R 103,071

Asset Value:
R 315,000

Stock Value:
R 0

Yearly Net Profit :
R 1,236,847

Business Report

Fully describe the business's activities?

The business operates on an owner‑managed, day‑to‑day basis. Daily activities include responding to customer enquiries, conducting on‑site consultations and measurements, preparing quotations, and managing sales of blinds and curtains. One owner is actively involved in the business, specializing in curtains and overseeing key curtain accounts, while a dedicated sales representative focuses on the sale of blinds. Installation teams carry out scheduled installations and repairs of blinds on a daily basis, supported by in‑house administrative staff who manage bookings, supplier orders, customer communication, and invoicing. The business maintains close oversight of quality control, installation scheduling, and after‑sales support to ensure consistent service delivery.

How does the business operate on a daily basis?

The business operates on a structured, owner‑managed basis with daily involvement from the owners. Operations commence with the handling of customer enquiries, scheduling of site visits, and preparation of quotations for blinds and curtains. One owner focuses primarily on curtain sales and the management of key curtain accounts, while a dedicated sales representative handles the sale of blinds. Installation teams are deployed daily to carry out scheduled installations and repairs, with work coordinated to ensure efficient turnaround times and quality workmanship. Administrative staff manage bookings, supplier orders, invoicing, and customer communication. Ongoing oversight is maintained over scheduling, quality control, and after‑sales support to ensure consistent service delivery and customer satisfaction.

What Advertising/Marketing is carried out?

The business relies primarily on its long‑established reputation in the local market, word‑of‑mouth referrals, and repeat business from satisfied customers. An established website provides ongoing online visibility, showcases the product and service offering, and generates inbound customer enquiries. Direct sales activity is carried out by an in‑house sales representative who actively promotes blinds to new and existing clients. Additional work is generated through on‑site consultations, recommendations arising from completed installations, and ongoing repair and replacement requirements. Formal advertising expenditure is limited, with marketing largely driven by service quality, customer referrals, and organic online enquiries.

What competition exists?

The business operates in a competitive market that includes a number of independent blinds and curtains suppliers, manufacturers, and installers operating in the greater Cape Town area, particularly within the Northern Suburbs. Competition consists mainly of other owner‑managed businesses offering similar products such as blinds, curtains, and installation services, as well as larger regional operators with broader marketing reach. Additional competition is presented by online suppliers and national retailers offering standardized or imported products. Despite this, the business remains competitive due to its long‑established market presence, personalized service offering, end‑to‑end solutions, and strong base of repeat and referral customers.

How could the profitability of the business be improved?

Profitability could be improved through targeted digital marketing, particularly increased use of social media platforms to showcase completed installations and drive higher enquiry volumes. Strengthening relationships with property developers and architects could generate repeat, project‑based work and higher‑value contracts. Additional upside exists through cross‑selling complementary services, such as residential and commercial window tinting, to the existing customer base, thereby increasing average transaction values without significant additional overheads.

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

To be supplied

Do any have management potential?

This is a owner operated business

How involved is the Owner in running the business?

Very involved

When does the current lease end?

The Sellers owns the property. The buyer can buy the property with the business or negotiate a lease with the Seller.

What are the trading hours?

From 8H00 to 17H00, Monday to Friday

What are the main assets of the business?

Two vehicles to do fitments with

Strengths?

Long‑established, owner‑managed operation with strong local market presence and industry experience.
Comprehensive end‑to‑end service offering, including consultation, measurement, manufacture, installation, and repairs.
Diversified product mix covering both blinds and curtains, supported by an experienced installation team and dedicated sales function.
Loyal customer base with a high level of repeat and referral business driven by service quality and personalised customer relationships.
One owner willing to remain in the business post‑sale, providing continuity, specialist expertise in curtains, and client relationship retention.

Weaknesses?

Marketing activity is relatively limited, with reliance primarily on word‑of‑mouth and organic enquiries.
Owner involvement remains integral to certain aspects of the business, particularly specialist curtain sales and key client relationships.
A planned annual shutdown during December/January results in a temporary halt in trading, linked to supplier and factory closures.

Opportunities?

Increased use of digital marketing and social media platforms to showcase completed installations and drive higher enquiry volumes at relatively low cost.
Strengthening relationships with property developers and architects to secure repeat, project‑based and higher‑value work.
Expansion into complementary services such as residential and commercial window tinting, which can be sold to the existing customer base and installed alongside current offerings.
Growth in higher‑margin customised products and premium offerings, supported by improved pricing discipline and margin tracking.

Threats?

Ongoing competition from other independent blinds and curtains suppliers, larger regional operators, and online or national retailers offering standardised products.
Sensitivity to broader economic conditions that may impact discretionary spending on home improvements and renovations.
Supplier dependency and factory shutdown periods, which can affect lead times and production schedules if not managed proactively.

What is the reason for the sale?

One of the owners want to retire, if an option the other owner would like to be employed by the company after the sale. 100% of member interest is for sale