business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**38041**

About the Business:

Bridal Boutique Asset Sale – Ready-to-Deploy Stock with Strong Marketing Upside

This bridal boutique asset sale offers a ready‑to‑deploy collection of curated stock, displays and operational know‑how. The asset base is fully portable, suited to a smaller studio, home‑based appointment model, pop‑ups or online retail. High‑margin bridal accessories and bundled offerings support strong average transaction values. This is an asset‑only sale, offering maximum flexibility without

long‑term lease or staffing commitments.

Bridal Boutique Asset Sale – Ready-to-Deploy Stock with Strong Marketing Upside



Sector: **Retail**

Asking Price:

R 330,000

Monthly Profit:

R 3,333

Asset Value:
R 0

Stock Value:
R 0

Yearly Net Profit :
R 40,000

Business Report

Fully describe the business's activities?

This offering relates to an established bridal retail concept specialising in the sale of wedding and special occasion attire and related accessories. The product mix includes bridal gowns and special occasion dresses (including flower girl dresses) from recognised designers such as Justin Alexander, Venus, Forever Yours, Intuzuri and Hadassa, together with complementary accessories including veils and headpieces, costume jewellery and bridal shoes.
The sale is structured as an asset sale (not a going concern) unless a purchaser specifically wishes to acquire the operating business and/or continue trading from the current premises, which can be discussed as an optional arrangement.

How long has the business been established?

Business started in 1999

How does the business operate on a daily basis?

• Appointments & walk-ins (if applicable): Enquiries are handled via phone/email/social media and appointment slots are scheduled for consultations and fittings.
• Client consultation experience: On arrival, clients are guided through gown/dress selection; items are tried on, options are narrowed, and preferences are recorded (style, size, budget, timelines).
• Sales & payments: Quotes/invoices are issued and deposits or full payments are taken according to agreed terms; orders are tracked through to collection.
• Fittings & alterations coordination: Follow-up fittings are booked where required. Alterations are typically coordinated with an external seamstress/tailor or an in-house resource (depending on buyer's chosen model).

How are the clients attracted to the business?

• Word-of-mouth and referrals: A significant share of enquiries typically comes from recommendations by past clients, friends and family.
• Online search (Google) and website enquiries: Prospective clients searching for bridal studios and wedding attire in the area often convert into appointment bookings after viewing the online offering.
• Social media visibility: Platforms such as Instagram and Facebook are commonly used to showcase new arrivals, styling ideas and real-client features, driving direct messages and appointment requests.
• Venue and supplier network: Referrals from wedding venues, photographers, planners and other wedding-service providers can be an important lead source.
• Repeat / return visits: Bridal party and special-occasion customers may return for additional outfits and accessories (e.g., bridesmaids, mother-of-the-bride/groom, flower girls).

What Advertising/Marketing is carried out?

• Website presence: A brochure-style website is used to communicate positioning, showcase ranges, and convert interest into appointment bookings via calls-to-action.
• Google visibility: Maintaining a Google Business Profile (location details, photos, reviews and Q&A) to support local search discovery.
• Organic social media: Regular Instagram/Facebook posting featuring new arrivals, styling inspiration, promotions, and behind-the-scenes content, with enquiry handling via DMs.
• Client follow-ups: Appointment confirmations and follow-ups via email/WhatsApp/phone to reduce no-shows and improve conversion from enquiry to booking.
• Review generation: Encouraging satisfied clients to leave reviews and testimonials to strengthen trust and increase enquiry volume.
• Supplier and venue relationships: Cross-referrals with wedding venues and complementary suppliers (planners, photographers, make-up artists, etc.).

How could the profitability of the business be improved?

• Build a consistent enquiry pipeline: Implement a simple weekly content and promotion cadence across Instagram/Facebook, and ensure every post drives to one action (book an appointment / request a quote).
• Turn Google into a lead engine: Actively manage the Google Business Profile with fresh photos, regular updates and a review request process after every successful fitting/collection.
• Increase conversion with a follow-up system: Standardise lead capture and follow-up (same-day response, reminders, and a 24–48 hour check-in) to convert undecided brides into bookings.
• Grow average spend per client: Create add-on bundles (veil + headpiece + jewellery + shoes) and pre-styled packages for bridal party outfits and special-occasion looks.

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

It is only the owner.

When does the current lease end?

End July 2026

What are the trading hours?

9.30 am -3.30pm

Strengths?

• Established bridal retail concept with proven product categories (gowns, special-occasion dresses, accessories and shoes).
• Curated inventory and display-ready merchandise that can be redeployed to a new location, home studio, pop-up model, or online.
• Existing digital footprint (website and social channels) that can continue generating enquiries if included in the asset sale.
• Appointment-based selling model supports higher conversion and premium client experience.

Weaknesses?

• Customer pipeline is relationship-driven; continuity depends on the buyer's sales energy and follow-up systems.

Opportunities?

• Systemise lead generation: optimise Google Business Profile (photos, posts, Q&A) and implement a simple enquiry-to-appointment funnel on the website/social channels.
• Introduce a lightweight CRM and follow-up cadence (same-day response + reminders + 24–48 hour check-in) to lift conversion from enquiry to booking.
• Build social proof at scale: implement a structured review/testimonial process and publish real-client content (with consent) to increase trust and enquiry volume.

Threats?

• Lower-priced imported products (including mass-market Chinese imports) can undercut pricing and compress margins

What is the reason for the sale?

The owner wishes to retirement

Why is this a good business?

• “Ready-to-launch” asset base: A buyer acquires a curated set of bridal-related assets (inventory, displays/fixtures and operational know-how) that can be deployed immediately, without starting from zero.
• Portable model: The assets can be relocated to a smaller studio, home-based appointment model, pop-ups, or combined with an online sales channel—reducing dependence on a specific site.
• Marketing foundation (if included in the asset sale): Existing digital presence can be leveraged to generate enquiries quickly, especially with consistent social content and an improved follow-up process.
• High-margin add-on potential: Accessories and bundled offerings provide a straightforward path to increasing average transaction value per appointment.