

business
for sale



Date: **4th June 2026**

Business Reference: **38228**

About the Business:

Turn Weekend Fun into Income: Established Party Rental Business with Strong Repeat Client Demand

A turnkey children's party rental venture generating consistent weekend income from a proven, in-demand service offering. The business is easy to operate and scalable, with clear opportunities to expand equipment, bookings, and revenue streams.

Turn Weekend Fun into Income: Established Party Rental Business with Strong Repeat Client Demand



Sector: **Services**

Asking Price:

R 197,000

Monthly Profit:

R 6,319

Asset Value:

R 106,700

Stock Value:

R 0

Yearly Net Profit :

R 75,825



Business Report

Fully describe the business's activities?

This is an established, profitable inflatable unit rental business serving the Gauteng birthday party, school, and corporate event market. The business has been built up to a stable order rate of between 230 - 240 paid orders per year at an average order value of R780 - R820, generating revenue of R161,000 - R186,000 per annum.

- Diversified active rental fleet of 23 inflatable units, corresponding motors, and extension cords
- Established brand and active e-commerce booking funnel
- Stable order economics - average order amount has been between R780 and R820 across all three years, with a price increase in 2026 already showing a +6% improvement YTD
- All assets, customer database, brand, domain, online profile, supplier relationships and operational knowledge are included in the sale
- In 2025 the business was voted Johannesburg's Best Kids Entertainment Hire at the Best of Jozi Awards
- 5* only Google reviews

How does the business operate on a daily basis?

Bookings are managed through enquiries, with a deposit securing the date and events scheduled in a shared calendar with full party details.

On the day of or day before the event, the team arrives about an hour early to set up the equipment and brief the client on usage and rules.

After the event, they return to dismantle and collect the equipment, keeping operations simple and event-driven.

What Advertising/Marketing is carried out?

Enquiries come from through the website, alongside direct enquiries from recommendations and referrals. There is a high volume of repeat bookings and a low attrition rate. All bookings flow through the online store. Payments are split between direct transfers and online via Peach Payments and Yoco.

What competition exists?

Yes — competition does exist, but it is relatively limited and fragmented.

How could the profitability of the business be improved?

The business has the opportunity to generate FIVE times it's current monthly revenue to the value of R73000 per month if all inflatables were rented out every weekend. This is not currently the case due to capacity constraints of the owner who has been running the business as a side business, and therefore only a few of the inflatables are rented out every weekend and the full fleet is underutilised, limiting the current monthly income.

In addition to this, the seller decided to run the business with an extra employee, which a new buyer might see as unnecessary for operations. This choice was made to lighten the day-to-day workload. From a buyer's point of view, it's a discretionary expense rather than a required one. To align the business with similar event-rental operations, this salary is added back when calculating normalized earnings.

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

2 years

Do any have management potential?

No

How involved is the Owner in running the business?

The owner hasn't been directly involved in delivery or setup operations, as those are handled by staff. Their focus has been on nurturing strong customer relationships to encourage repeat and referral business, overseeing marketing and brand awareness, managing orders and admin tasks, scheduling, supplier relations, and bookkeeping. A buyer could step into this role with a moderate handover or choose to appoint a manager.

What are the main assets of the business?

The rental fleet comprises 23 active inflatable units. Revenue concentration across the active fleet is low - the top single product accounts for only 9% of total revenue, and it takes the top ten products combined to reach 61%. This significantly de-risks the asset base: no single inflatable is critical to the business.

Strengths?

The business benefits from a high-margin, low fixed-cost model, making it efficient and attractive from a profitability standpoint.

The business operates in a strong demand niche with excellent social media appeal, driving consistent bookings and repeat clients.

It also offers clear scalability through additional equipment, add-ons, and new market segments, allowing a buyer to grow revenue quickly.

Weaknesses?

Revenue concentrates around school-term endings, summer school holidays (mid-September through mid-January), and Easter. Cashflow is correspondingly lumpy. November is the strongest single month historically.

Opportunities?

Opportunities exist to utilise the full fleet of inflatables, which can be expanded into corporate events, mall activations, weddings, and additional entertainment packages, increasing both utilisation and revenue streams.

The business can also scale by adding more domes, décor offerings, and complementary services, with potential to realistically double current revenue

Threats?

Common risks include increasing competition from party hire and event décor businesses entering the same niche.

What is the reason for the sale?

The business is up for sale because the owner has taken on a more senior corporate role and no longer has the time to run it effectively on the side. A new owner could dedicate more time and focus to help it grow further. The decision to sell isn't due to poor performance, but simply the owner's limited capacity to keep expanding the business.