business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**36688**

About the Business:

Music store in Pretoria

The Music store in Pretoria is a well-established music retail store offering new and pre-owned instruments and accessories. Loyal customer base and strong word-of-mouth reputation. Quality products at accessible prices in a trusted retail environment.

Music store in Pretoria



Sector: **Retail**

Asking Price:

R 100,000

Monthly Profit:

R 36,353

Asset Value:
R 96,000

Stock Value:
R 1,000,000

Yearly Net Profit :
R 436,237

Business Report

Fully describe the business's activities?

Sale of new and used musical instruments and related products. The business is positioned as a community-focused music retail platform, serving both aspiring musicians and casual clients. The business combines instrument sales, and related services, creating an ecosystem that supports long-term customer engagement rather than once-off transactions.

How does the business operate on a daily basis?

Sales to mainly from walk-in customers.
Customer loyalty is driven largely by relationships, word-of-mouth referrals, and the credibility of its instructors and offerings. Operationally, the business remains hands-on, with decision-making closely tied to day-to-day realities.

What Advertising/Marketing is carried out?

Advertising boards
Facebook marketing

What competition exists?

The nearest competition is in Menlyn and Montana .

How could the profitability of the business be improved?

More advertising boards
Dedicated website for the shop
Visits to local schools/churches for promotions
Enhanced online presence
The recommended focus is to simplify, systemise, and sustain:

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

2,5 YEARS

Do any have management potential?

Yes

How involved is the Owner in running the business?

Flexible when needed

When does the current lease end?

Renewed on a yearly basis

What are the trading hours?

08:00 to 17:00 Monday to Friday
08:00 to 13:00 Saturdays

What are the main assets of the business?

Shop equipment & fittings like the counter, shelving safe and office furniture.

Strengths?

Unique combination of New and Used musical instruments. No close competition
The Shop is well known with an established customer base.
Parking right in front of store. The business demonstrates clear strengths in community building, practical music education, and customer trust.
The brand narrative is authentic and resonates with families, students, and hobbyists. Flexibility in offerings allows the business to adapt quickly to customer needs.

Weaknesses?

Key challenges include scalability, consistency in processes, and reliance on individual contributors. Marketing reach remains largely local, and systems for reporting, performance tracking, and long-term planning could be strengthened to support growth without losing the personal touch.

Opportunities?

There is an opportunity to formalise processes while preserving the brand's human approach. Expanding digital and online presence, structured programs, and partnerships could unlock new revenue streams. Standardising the customer journey would support sustainable growth and reduce operational risk.

What is the reason for the sale?

- Owner wants to focus more on his wholesale business
-Working towards retirement .The recommended focus is to simplify, systemise, and sustain: