business
for sale



BUSINESS REPORT

Date: **23rd November 2026**
Business Reference:**38449**

About the Business:

Big Events & Equipment Hire Business

An exceptional opportunity to acquire a highly respected event and equipment-hire business with more than 55 years of trading history. The company has built an enviable reputation, a loyal and established client base, and strong relationships across the events industry. The business is offered as a genuine turnkey acquisition, supported by an extensive equipment inventory, established infrastructure, proven operating systems and significant industry knowledge. Its long-standing market presence and reputation

create substantial barriers to entry, providing a strong platform for continued success. With clear scope to expand services, strengthen marketing, develop new client channels and capitalise on ongoing demand for professional event hire, the business offers both immediate operational capability and meaningful future growth potential.

Big Events & Equipment Hire Business



Sector: **Services**

Asking Price:

R 14,500,000

Monthly Profit:

R 186,942

Asset Value:
R 27,714,427

Stock Value:
R 0

Yearly Net Profit :
R 2,243,306

Business Report

Fully describe the business's activities?

Established event equipment hire business that supplies a wide range of equipment and infrastructure for weddings, corporate functions, conferences, private parties and other events.

The business specialises in the rental of marquees and tents, tables, chairs and seating, bars, crockery, glassware, cutlery, catering equipment, tableware and various other event-related accessories. Its marquee offering includes different options suitable for both soft and hard surfaces and events of varying sizes.

Hiring services event organisers, catering companies, corporate clients and private individuals, providing customers with the ability to source most of the equipment required for an event from a single supplier.

The business has been operating for more than 50 years and has built up an extensive range of hire equipment, allowing it to cater for anything from smaller private functions to large corporate and outdoor events.

How does the business operate on a daily basis?

The business operates on a daily hire and rental basis. Customers place orders for the event equipment they require, which is then prepared and checked by the staff for collection or delivery. After the event, the equipment is returned, checked, cleaned and prepared for the next booking.

The day-to-day operation involves managing bookings, preparing orders, coordinating deliveries and collections, maintaining the hire equipment and assisting customers with their event requirements.

What Advertising/Marketing is carried out?

The Digital Thread manages all our advertising on Google, Facebook, Instagram etc

What are the seasonal trends?

Demand typically begins to increase during spring and builds steadily as summer approaches, reaching its peak towards the end of the year during the festive season.

Other regular seasonal opportunities include rugby festivals hosted by schools, which provide recurring business throughout the year.

The business also benefits from repeat bookings from larger corporates for functions and family days, as well as long-standing relationships with country clubs across the country, many of whom have been regular clients for several years.

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

2 x Directors
1 x Consultant
1 x Sales manager
1 x Internal sales / receptionist
1 x factory supervisor
1 x laundry supervisor
3 x Drivers
13 x factory workers
2 x contract workers

The average term of employment for the staff is more than 20 years.

Do any have management potential?

Factory supervisor has recently been appointed and has been trained by external H/R consultant to up skill his potential in managing the factory staff. He has been employed for many years and has practical skill which are invaluable.

When does the current lease end?

Seller owns the building.

What are the trading hours?

8am-5pm Monday to Friday

What are the main assets of the business?

The main assets of the business are all the assets that they hire out like the marques, chairs etc.

What Special Equipment is on Hand?

The business has an S.A.P. Business 1 computer programme that manages the complete stock control process, from the initial enquiry through to order placement and invoicing, including the eventual return of stock. It also records any stock shortages, which are then accounted for against the relevant holding deposit.

The business also includes a tent washing machine which is invaluable when it comes to maintaining marquees which has been imported from leaders in Europe. It also happens to be one of three of these machines in the country.

Strengths?

Established for more than 50 years and has built a well-known name in the event hire industry. The business carries an extensive range of hire equipment, allowing it to service anything from smaller private functions to larger corporate and outdoor events. Its established customer base, industry experience and large reusable asset base are significant strengths.

Weaknesses?

The business is somewhat seasonal and can experience quieter periods, particularly during the winter months when there are fewer outdoor events. The operation also requires ongoing maintenance, cleaning, storage and replacement of hire equipment, as well as careful management of breakages and losses.

Opportunities?

There is an opportunity for a new owner to grow the business through stronger digital and social media marketing, online enquiries and potentially an improved online booking or quotation system. Further growth could also come from building relationships with wedding venues, event planners, corporate clients, caterers and conference facilities. Expanding or modernising the hire range could create additional revenue opportunities.

Threats?

The business operates in a competitive event hire market, with customers often comparing pricing between suppliers. Economic conditions can also affect spending on weddings, corporate functions and private events. Weather can impact outdoor events, while damage, loss or theft of hire equipment remains an ongoing operational risk.

What is the reason for the sale?

Retirement