business
for sale



BUSINESS REPORT

Date: **23rd November 2026**
Business Reference:**38482**

About the Business:

Specialist Industrial Wheel & Rim Manufacturer and Refurbishment Business

Established in 1996, this highly specialised industrial business manufactures, supplies, repairs and refurbishes heavy-duty wheels, rims and related components for customers operating in the mining, agriculture, construction, transport, forestry, earthmoving and industrial sectors. The business serves a diverse B2B customer base throughout South Africa and selected international markets, providing

customised solutions for demanding operating environments. With a reputation built over more than three decades, experienced management, specialised technical expertise and integrated manufacturing and repair capabilities, the business is well positioned for continued growth and expansion. The asking selling price of the building which is excluded from the asking selling price of the business above is R10.5 million.

Specialist Industrial Wheel & Rim Manufacturer and Refurbishment Business



Sector: **Manufacturing**

Asking Price:

R 20,500,000

Monthly Profit:

R 621,457

Asset Value:
R 7,612,330

Stock Value:
R 850,000

Yearly Net Profit :
R 7,457,478

Business Report

Fully describe the business's activities?

- Business model: Specialist B2B manufacturing, supply and technical services.
- Product range: Industrial and heavy-duty wheels, rims and related components from 8 inches to 63 inches.
- Core services: Custom manufacturing, engineering modifications, supply, repair, refurbishment, maintenance, inspections and rim surveys.
- Markets served: Mining, agriculture, construction, transport, forestry, earthmoving and industrial sectors.
- Geographic reach: South Africa, sub-Saharan Africa and selected international markets.
- Quality certification: Reported TÜV ISO 9001:2015 certification.

Business Activities: The business provides specialist wheel and rim solutions for demanding operating environments. Services extend across the product lifecycle, from technical assessment and custom design requirements to manufacturing, sourcing, repair, refurbishment, inspection and ongoing maintenance. On-site inspections and rim surveys are intended to identify potential faults, extend component life and reduce equipment downtime.

Customer Proposition: The value proposition is based on technical capability, product quality, responsiveness, customisation and lifecycle support. Rather than competing solely on price, the business positions itself as a specialist service and supply partner capable of assisting with complex, custom and one-off requirements.

How does the business operate on a daily basis?

Daily Operations: Daily activities include responding to customer enquiries, assessing technical requirements, preparing quotations, custom manufacturing, engineering modifications, sourcing and supplying products, completing repairs and refurbishment work, and coordinating collections and deliveries. Incoming rims are inspected before work is scheduled and workshop activities are coordinated with purchasing and customer requirements.

Service Delivery Process: Assessment and quotation. Customer requirements are assessed and each order is individually quoted. The business does not report undertaking fixed contract work.

Manufacturing and repair: Workshop activities include welding, shot-blasting, machining, painting, grinding, polishing and drilling, together with custom manufacturing and engineering modifications.

Quality assurance: Reported processes include shot-blasting, Magnetic Particle Inspection, quality checks during production and X-ray testing when requested.

Field support: On-site surveys and inspections are undertaken to identify faults and assist customers in reducing downtime and secondary damage.

Logistics: Collection and delivery services are provided within South Africa.

Customer support: The business seeks to maintain ongoing maintenance and procurement relationships rather than operate solely as a point-of-sale supplier.

What Advertising/Marketing is carried out?

The business maintains an online presence through its website, showcasing its products, services and industry capabilities. Its market positioning is supported by its specialist offering and established presence in the industrial and commercial sectors & years on the industry.

A more structured sales and digital marketing programme represents a potential avenue for growth.

What competition exists?

Competition includes manufacturers and suppliers of industrial and heavy-duty wheels and rims, specialist repair and refurbishment businesses, importers and distributors, and OEMs or their authorised suppliers. Purchasing decisions are influenced by product quality, technical expertise, pricing, turnaround times, customisation capability and customer service.

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

- Reception and administration: Invoicing, order processing, quotations and customer follow-up; reported 10 years of service.
- Accounts: Debtor and creditor administration and daily accounting; reported 4 years of service.
- Workshop coordination and purchasing: Order coordination, purchasing, machine operation, supervision, customer reception and inspection; reported 9 years of service.
- Management and technical support: Customer liaison, technical assistance, quotations and operational oversight; reported 23 years of service.
- Payroll administration: Wages, salaries, UIF, MIBCO and related administration; reported 30 years of service.
- Driver and logistics: Deliveries and collections; reported 12 years of service.
- Cleaning: Office, kitchen and ablution cleaning; reported 6 years of service.
- Workshop and production: Welding, shot-blasting, machining, painting, grinding, polishing and drilling; service periods not provided.

What are the trading hours?

Monday to Thursday - 07:30 to 17:00
Friday - 07:30 to 14:30
Saturday - 07:30 to 13:30, with the reported overtime arrangement from 10am onwards.

What are the main assets of the business?

Principal Asset Categories:
- Manufacturing, fabrication and wheel-repair equipment.
- Workshop machinery, tools and specialist equipment.
- Wheels, rims, components, raw materials and related stock.
- Vehicles used for delivery and collection.
- Backup generators.
- Operating systems, processes and relevant intellectual property.
- Customer relationships, technical know-how and market reputation.

A detailed asset register is available for qualified purchasers. Assets are stated to be in daily use, maintained and serviced when required, with no repairs noted in the source report. The equipment appraisal was prepared with assistance from the seller and should therefore be independently verified.

Strengths?

1) Operating history dating back to 1996.
2) Integrated manufacturing, supply, repair and refurbishment capability.
3) Diversified customer and sector exposure.
4) Experienced operational management and cross-trained employees.
5) Custom and one-off technical capability.
6) Domestic logistics and reported export reach.

Weaknesses?

1) Reported absence of broad comprehensive insurance beyond vehicles.
2) Order-by-order revenue model with no reported contract work.

Opportunities?

1) Expand refurbishment, inspection and preventive maintenance services.
2) Increase direct sales and domestic market penetration.
3) Develop selected sub-Saharan African markets.
4) Improve digital lead generation and technical marketing.
5) Increase capacity and throughput where financially justified.
6) Cross-sell through a strategic acquirer in adjacent industrial markets.

Threats?

1) Rising steel, component, electricity, fuel and logistics costs.
2) Power interruptions and generator operating costs.
3) Imported products and pricing pressure.
4) Cyclical activity in mining, construction, agriculture and transport.
5) Loss of key technical employees or customer relationships.
6) Regulatory, safety, environmental and product-liability exposure.

What is the reason for the sale?

After more than 30 years in the wheel industry, the owner wishes to retire, spend time sailing in European waters and focus on other overseas business interests. The transaction affords a purchaser the opportunity to acquire an established operating platform rather than build a specialist capability from inception.

Potential Buyer Profile

- A strategic buyer active in tyres, , plant and equipment, industrial components, mining services or fleet maintenance.
- An engineering or fabrication group seeking specialist capability and established customer access.
- An industrial services group seeking a Gauteng operating platform with regional growth potential.
- A hands-on entrepreneur or investor with manufacturing, engineering, commercial or operational experience and sufficient funding for the business, property and working capital.

Indicative Transaction Scope

Subject to final negotiation and legal structuring, the proposed transaction is expected to include the operating business, movable assets, stock at an agreed valuation, intellectual property and operating records, together with the industrial property held in a separate property company. The treatment of cash, debt, debtors, creditors, financed assets, employee liabilities, working capital and warranties must be set out in the transaction documents.