



BUSINESS REPORT

Date: **13th May 2024**

Business Reference: **36472**

About the Business:

Moving Company With Years Of Goodwill and Loyal Customers For Sale

Specializing in residential, office, and commercial moves they cater to all market segments.

Moving Company With Years Of Goodwill and Loyal Customers For Sale



Sector: **Services**

Asking Price:

R **5,940,000**

Monthly Profit:

R **178,011**

Asset Value:

R **4,016,700**

Stock Value:

R **10,000**

Yearly Net Profit :

R **2,136,130**



Business Report

Fully describe the business's activities?

This company specializes in furniture removal, catering for both local and long-distance moves. The long-distance routes were established two years ago and service the whole country. Since then another inter-link was bought to accommodate the rapid growth the long-distance routes have shown.

Local moves are scheduled throughout the month and are typically fully booked for month-ends.

They also transport pallets of food, granite products and kitchen cabinets.

At present, the on-site team consists of three employees: an administrative staff member handling quotes and managing calls, a site manager overseeing day-to-day operations, and another administrative staff member providing operational support. Human resources and payroll management are handled remotely.

How does the business operate on a daily basis?

Requests for quotations are received via email and are generated from their website, Google ads, and Facebook ads. Many of their clients are referrals or returning customers. Quotations are dispatched promptly, typically on the same day they are received.

Daily truck checks are mandatory, along with regular inventory checks for trolleys, ropes, and other equipment. Weekly stock assessments are conducted for items such as bubble wrap and boxes.

Effective communication with both the staff responsible for carrying out the moves and with the clients is crucial and is well managed.

What Advertising/Marketing is carried out?

Google ads, Website, Facebook and word of mouth.

They also do email marketing campaigns.

LED Billboard advertising next to the N1 High Way, the new owner will enjoy a year's FREE advertising (R18000/month)

What competition exists?

There are a few moving companies, but this business is seen as one of the top moving companies in their geographical area.

How could the profitability of the business be improved?

The owner moved to George as a lifestyle change. Having the owner on-site and hands-on will definitely affect the bottom line. Developing more long-distance routes.

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

The majority of the staff has been with the company for over five years:

2 x Drivers.

3 x Driver & loader.

10 x Loaders.

2 x Office Administrators.

1 x Systems Administrator.

1 x HR & Payroll.

1 x Site manager.

Do any have management potential?

Yes, there is a site manager.

How involved is the Owner in running the business?

The owner moved to George as part of a lifestyle change but his remote involvement daily poses a challenge, as regular on-site presence is essential. Being on-site once or twice a month is insufficient.

When does the current lease end?

It is the owner's building

What are the trading hours?

08:00 till 17:00

What are the main assets of the business?

Trucks and other assets a full asset list will be provided to serious buyers.

Strengths?

Staff members have been with the company for many years, and know exactly what to do.
Good reviews on various platforms.
Reliable trucks.
Systems in place.
Quick quoting process - mostly competitive pricing.
15 years of moving experience.
Loyal returning customers.
Good reputation in the market.

Weaknesses?

Owner lives in another province and is not on site.

Opportunities?

With a 'hands-on' owner or CEO, this business will grow from strength to strength.
Increase long-distance routes.
Introduce/grow other logistics options.

Threats?

Tough economy.

What is the reason for the sale?

For three years, the owner attempted to oversee the business from George, visiting the site once a month. Eventually, the decision was made to sell the business, as managing it remotely proved to be overly stressful.