



Date: **28th September 2024**

Business Reference: **36793**

About the Business:

Manufacturer and Online Sales of Innovative After Market Car Accessories

Innovative vehicle accessories tailormade for over 300 different vehicles and offers more than 1500 products in their catalogue. This proudly South African online business prides itself on Quality, Service, Innovation and Trust. Products are distributed nationwide as well as internationally. A loyal customer following with many customers returning for new products over and over again, and new customers being

referred by satisfied customers this business has grown from strength to strength and is poised to expand to markets outside of South African borders.

Manufacturer and Online Sales of Innovative After Market Car Accessories



Sector: **Manufacturing**

Asking Price:

R 3,166,204

Monthly Profit:

R 91,727

Asset Value:

R 1,186,493

Stock Value:

R 51,854

Yearly Net Profit :

R 1,100,720



Business Report

Fully describe the business's activities?

Manufacturing and sales of customised vehicle accessories. Vehicle Mats, Boot Boxes, Seat Covers, Gap Caps for popular South African vehicle makes.

How does the business operate on a daily basis?

Quote requests are received via email, WhatsApp, telephone, prepared internally and sent out. Orders are received via email, are captured on the system, items are manufactured/ drawn from stock, packaged and dispatched to customer. Production & Operations Director visit dealerships to obtain any new mat templates that are required as and when new vehicle models are launched. Production & Operations Director work on design and development of new products.

What Advertising/Marketing is carried out?

Advertising is done on Google Ads, Instagram, Facebook, relevant print and digital magazines as well as on Takealot

What competition exists?

There are several other suppliers of customised rubber mats, but they are quite different. We are the only suppliers of the Gap Caps and Original Boot Box for a popular vehicle model, and Ultimate Boot Box for any vehicle.

How could the profitability of the business be improved?

There is definitely room for improvement in several avenues: new product development, increase export sales, contracts with OEMs (Original Equipment Manufacturer), contracts with other distributors, employing a national sales representative.

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

Finance and Marketing Director - 6.5 years
Production and Operations Director - 6.5 years
Administrative Controller - 3 years
Factory Domestic - 1.5 years
Factory Controller - 2.5 years
Production Assistant - 4.5 years
Three Factory Workers - 4.5 years, 3.5 years and 2.5 years

Do any have management potential?

Yes

How involved is the Owner in running the business?

Production & Operations Director is involved in new product development and some day-to-day operations; however, the Factory Controller is able to handle these when Production and Operations Director is away. Finance and Marketing Director handles/ oversees the marketing through outsourced agencies, deals with accountants and makes all payments at month end. Both Directors drive the brand forward as well as attend weekly team meetings when we are here.

When does the current lease end?

End February 2025

What are the trading hours?

Staff are on duty from 07:00 until 16:00 Monday to Friday. However, trading hours are 24/7 as we are an online business

What are the main assets of the business?

Brand name and reputation for superior product and customer service delivery.

Customer database built up over 7 years.

E-commerce website

CNC Machine

Digitizing Table

Laptops, printers etc.

Factory and office furniture

Staff members – dream team who run the business on a day-to-day basis and are passionate about the business

ISO9001 Accreditation

Strengths?

This business has grown into a reputable brand that can be relied upon for superior quality products and excellent customer service. There are over 1000 unique products and customised accessories for over 30 different vehicle makes. Most of the products are unique and are sought after by customers. The business is cash-based, with no debtors. There are reliable supplier relationships in place. The staff are a dedicated and reliable. Owners are able to work remotely, therefore allowing flexibility. Very high gross margins. ISO9001 Accredited.

Weaknesses?

Lack of skills and time to develop the export market, secure contracts with OEMs and other distributors.

Opportunities?

Focus on growing the Export market on a large scale. Current exports are for single orders to Australia, New Zealand, Philippines, Thailand, Chile, USA, Namibia, Congo, Kenya, Zimbabwe, Zambia, Dubai etc, which demonstrates a definite demand for the products.

Secure contracts with Vehicle Manufacturers.

Grow the Dealership market and sales.

Continue to regularly add new unique and relevant vehicle accessories to the range.

Threats?

Other customized mat manufacturing suppliers copying the exact style of mats.

Material suppliers not able to honour orders.

What is the reason for the sale?

Retirement