

**business**  
for sale



Date: **3rd April 2025**

Business Reference: **36472**

About the Business:

## **Longstanding Moving Company with Loyal Client Base Available for Acquisition**

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Expertly handling residential, office, and commercial relocations, this company offer tailored moving solutions for every market segment

# Longstanding Moving Company with Loyal Client Base Available for Acquisition



Sector: **Services**

Asking Price:

**R 3,300,000**

Monthly Profit:

**R 125,417**

Asset Value:

**R 2,110,496**

Stock Value:

**R 10,000**

Yearly Net Profit :

**R 1,504,999**



# Business Report

## Fully describe the business's activities?

The company specializes in furniture removal services, catering to both local and long-distance relocations. Two years ago, the company established its long-distance service routes, covering destinations nationwide. This expansion has driven significant growth in demand, leading to the acquisition of an additional inter-link vehicle to meet the increased capacity requirements of the long-distance routes. Local moves are scheduled throughout each month, with peak demand typically occurring at month-end, often resulting in fully booked schedules. In addition to furniture removal, the company provides transport services for pallets of food, granite products, and kitchen cabinets. The on-site team consists of three employees: one administrative staff member responsible for managing quotes and handling calls, a site manager overseeing daily operations, and an additional administrative staff member providing operational support. Human resources and payroll functions are managed remotely to support the team's operational efficiency.

## How long has the business been established?

15 Years

## How does the business operate on a daily basis?

Quotation requests are received primarily via email and are generated through multiple channels, including the company's website, targeted Google ads, and Facebook ads. The company has built a loyal client base, with a significant portion of business arising from referrals and repeat customers, reflecting a strong reputation in the industry. Quotations are typically prepared and sent out promptly, often on the same day the request is received, ensuring that clients receive timely responses.

Operational checks are an integral part of daily procedures. Trucks undergo mandatory inspections each day to ensure they are in top condition for scheduled moves. Regular inventory checks are also conducted for essential equipment, such as trolleys, ropes, and other necessary tools, to prevent any disruptions during moves. In addition, a weekly stock assessment is performed for packaging supplies like bubble wrap and boxes to maintain an adequate supply.

Effective communication plays a crucial role in the company's operations. Clear and regular updates between the management team, moving staff, and clients help to streamline coordination, address any issues proactively, and maintain a high standard of service quality.

## 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.