



Date: **28th November 2024**
Business Reference: **36848**

About the Business:

4 X 4 Accessories and fitment

This reputable business specializing in premium 4x4 enhancements and fitment is known for its quality workmanship, customer service and top notch products. This opportunity is ideal for someone seeking a turn-key operation in the auto sector with a manager in place. "Lekker" scope for growth.

4 X 4 Accessories and fitment



Sector: **Retail**

Asking Price:

N\$ 3,500,000

Monthly Profit:

N\$ 143,409

Asset Value:

N\$ 1,955,000

Stock Value:

N\$ 2,500,000

Yearly Net Profit :

N\$ 1,720,904



Business Report

Fully describe the business's activities?

The business specializes in enhancing vehicles for both off-road adventures and everyday driving. They offer a comprehensive range of high-quality accessories and professional installation services tailored for SUVs and bakkies.

Key Services and Products:

- 1) Front Replacement Bumpers: Durable bumpers designed to provide enhanced protection and functionality for off-road conditions.
- 2) Canopies: Custom-fit canopies that offer additional storage and protection for vehicle cargo areas.
- 3) Suspensions: Upgraded suspension systems aimed at improving vehicle handling and comfort on various terrains.
- 4) Stainless Steel Accessories: Premium stainless steel components, including nudge bars and side steps, that enhance both the aesthetic and functional aspects of vehicles.
- 5) Front Runner Accessories: A selection of accessories from Front Runner, known for their quality and reliability in the off-road market.
- 6) Rubberising: Protective coatings applied to vehicle surfaces to guard against wear and tear, especially in rugged environments.
- 7) Window Tinting: Professional tinting services that improve privacy and reduce interior heat.
- 8) Tow-Bars fitted to customer requirements
- 9) Auxillary tanks: Equipping vehicles with long range fuel/diesel tanks
- 10) Tyres: Sale and fitment

Other general accesories such as spotlights and snorkles

The company prides itself on its experienced staff, ensuring that customers receive expert advice and quality workmanship.

Their fitment center is equipped to handle installations with precision, ensuring that accessories are properly integrated/installed into each vehicle.

By partnering with reputable brands the company guarantees that clients receive top notch products that meet the highest standards.

Their operating hours are Monday to Friday from 07:30 to 17:00, and Saturday from 09:00 to 13:00

How does the business operate on a daily basis?

The business sources and sells various high-quality vehicle accessories.

Also delivers the service of installing and fitting such accesories to clients requirements.

They operate from a physical location with walk-in customers as well as businesses clients.

The management team oversees all the day to day activities of the employees.

A fair amount of walk-in clients are serviced at the front desk.

What Advertising/Marketing is carried out?

Marketing is done via:

Facebook and Instagram (Social media) taken care of by inhouse employee with such expertise.

Radio advertising,

Exhibiting at various expos,

Signage in front of business facing the road with exceptional exposure (High volume traffic)

What competition exists?

There are various competitors in this high demand market

How could the profitability of the business be improved?

Adding car rental services and camping vehicles

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

The staff is well trained and committed to the business.

The 4 core staff members have been with the business for more than 7 years and are:

1 General manager

1 Sales manager

1 Workshop manager

1 Finance manager

17 supporting staff members

Do any have management potential?

The business is well structure with all key positions filled, the owner is most satisfied with the managers he appointed

How involved is the Owner in running the business?

The owner is not involved in the day to day activities of the business.

He arranges monthly meetings with the staff and where so required attends to training sessions

His involvement in the businesses can best be described as authorising bank payments and making key appointments of new staff

When does the current lease end?

The owner is in the process of relocating the business and has already concluded such arrangements with the landlord.

The potential buyer has the option to continue at the current premises or opt for a long term lease agreement at the new premises

What are the trading hours?

Monday to Friday from 07:30 to 17:00 and Saturday from 09:00 to 13:00.

What are the main assets of the business?

Vehicle fitment equipment.

Strengths?

Sole agency for many product lines
Management team (Comitted and devoted)
Skilled staff (Well trained)
Top notch products and accesories
Established name in the market
Sizable market being serviced (Market is not price sensitive)

Weaknesses?

Non involment from current owner

Opportunities?

The current premises is big enough to house an additional/supporting business
Installing and extra vehicle lift that will increase the speed of servcie.

Threats?

Overall namibian economy

What is the reason for the sale?

The owner is involved in too many businesses and wants to scale down