

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **9th May 2025**

Business Reference:**37116**

About the Business:

Cleaning services Low overheads Profitable

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Sector: **Services**

Asking Price:

R **378,200**

Monthly Profit:

R **14,536**

Asset Value:

R **235,800**

Stock Value:

R **1,800**

Yearly Net Profit :

R **174,426**



Business Report

Fully describe the business's activities?

This business is a trusted provider of both commercial and domestic cleaning services. We offer a wide range of services, including pre-and post-occupational cleaning, carpet cleaning, upholstery and mattress cleaning, tile deep cleaning, leather treatment and Scotchgard, as well as car seat- and carpet cleaning.

How does the business operate on a daily basis?

Deal with referrals and requests for Quotations mostly on WhatsApp, some by email.
Schedule the cleaning appointments
Arrange logistics
Execute cleaning (owner supervised)
Invoice clients

What Advertising/Marketing is carried out?

Website and Facebook advertising

What competition exists?

While there are other cleaning companies, this business is particularly well established in its trading area.

How could the profitability of the business be improved?

Increase sales through aggressive advertising.

How involved is the Owner in running the business?

Full-time involved. This is the differentiating factor in this market > owner supervision.

What premises is required?

Work from Home. Double garage required.

What are the main assets of the business?

Vehicle and cleaning equipment

Strengths?

Local Expertise: Being based in Johannesburg, the company has a deep understanding of the local market and customer needs.

Personalised Service: As a small business, the company offers personalized and flexible services tailored to individual client requirements.

Quality Assurance: Focusing on high-quality cleaning standards builds a strong reputation and customer loyalty.

Cost-Effective: Smaller companies often have lower overhead costs, allowing them to offer competitive pricing.

Weaknesses?

Brand Recognition: The company may struggle with brand recognition compared to larger, established competitors.

Opportunities?

Partnerships: Collaborating with local businesses and real estate companies can open up new revenue streams.

Digital Marketing: Utilizing digital marketing strategies can help reach a wider audience and build an online presence.

Scalability: Expanding services to grow the customer base will ensure increased profits.

Threats?

Competition: The cleaning industry is highly competitive, with many established players in the market.

Economic Downturns: Economic instability can lead to reduced spending on non-essential services like cleaning.

What is the reason for the sale?

Reached retirement age.