



Date: **29th March 2025**

Business Reference: **36807**

About the Business:

Successful Plumber with majority market share in wealthy part of Cape Town

Are you a plumber aspiring to own a successful business? This opportunity could be just what you're looking for! Envision running your business in one of Cape Town's most stunning suburbs, where the majority of residents trust and frequently recommend your services. This plumbing business is widely recognized as the top choice in local WhatsApp groups, providing consistent referrals and a loyal

customer base. With an additional team already operational and room to grow by adding a third team, this business offers strong income potential each month. Take the reins of a reputable and established plumbing company with excellent prospects for expansion!

Successful Plumber with majority market share in wealthy part of Cape Town



Sector: **Services**

Asking Price:

R 945,000

Monthly Profit:

R 33,102

Asset Value:

R 329,814

Stock Value:

R 50,000

Yearly Net Profit :

R 397,224



Business Report

How does the business operate on a daily basis?

An 8am morning meeting is held at the office where the daily tasks are discussed and issued, plus troubleshooting any outstanding problems from the day before. There are 1 qualified plumber and two tech assistants who can be left to work without supervision. One of the tech assistants is capable of installing geysers and running jobs for the business. The Master Plumber does regular training and keeps them up to date with changes in legislation.

What Advertising/Marketing is carried out?

This business has a unique and highly effective marketing approach that is difficult to replicate. Its service delivery excellence has become deeply embedded within various WhatsApp street and complex groups, where it is consistently referred to as the top choice for plumbing services in the area.

What competition exists?

There are other companies operating in the area; however, they do not provide the same level of service as this business does in respect of hours worked - calls outs weekends etc.. and guarantees. As a result, the competition are slowly losing customers to this business.

Their commitment to exceptional service and client satisfaction has allowed them to stand out in the market and retain a loyal customer base.

How could the profitability of the business be improved?

Pricing is very competitive at the moment, so there is scope to increase pricing, especially going into 2025.

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

Plumber qualified - aprox 1 year length of service

2 x technicians experienced

1 aprox 3 years

1 aprox 4 years

Do any have management potential?

Full time plumber has huge potential, as he is motivated and works hard, even weekends.

He is great at communication and always feeds back the daily work. He is great at supervising and motivating and training the team.

How involved is the Owner in running the business?

Full time

When does the current lease end?

Ongoing month to month of a stock room

What are the trading hours?

We offer a 24/7 service

What are the main assets of the business?

Every plumber prefers his own tools - trusted name and market share are the main assets of this business. The assets primarily consist of stock, ensuring prompt and efficient service delivery to customers.

Strengths?

24 hour service, qualified, knowledge and training in general but also with specialist systems, network, business acumen, business "partner" relationships with companies like Leakfind, Electricians, painters, bricklayers, paving specialists etc..

Also responsive communication, and a strong focus on ethics.

Weaknesses?

Cant take on any more work than they currently have, the team work to their full capacity and do long hours inclusive of weekends. New owner can expand to an additional team ASAP.

Opportunities?

More work available currently, and room to expand in to other areas.

Can consider wrapping vehicles to achieve more visibility and thus more growth.

Threats?

New plumbers entering the area.

What is the reason for the sale?

After many successful years running this business, the owner has decided it is time to retire. At 64, he is eager to embark on the next chapter of his life, which includes traveling and taking things a bit easier.

This decision comes with the intention of relocating to a new area, allowing the owner to explore new horizons and enjoy a well-deserved change of pace.