

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: **25th April 2025**

Business Reference:**37290**

About the Business:

## Turnkey Car Wash Business on the Market located in Centurion

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Sector: **Services**

Asking Price:

R **1,730,000**

Monthly Profit:

R **40,683**

Asset Value:  
R 800,000

Stock Value:  
R 0

Yearly Net Profit :  
R 488,196



# Business Report

## Fully describe the business's activities?

A high-end Car wash and valet business in a prime location servicing a large area in Centurion. After taking over the business a year ago, the owner has invested his time and resources to make this not just a regular car wash but instead offering customers an exceptional customer experience. The car wash is located in a rapidly developing area surrounded by large national retailers, large corporate offices and newly developed lifestyle malls. The business has shown good growth over the last year and is poised to grow further with the influx of new developments.

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

The car wash is currently manager run with the owner providing oversight. The owner has a corporate position and unable to be involved on a daily basis.

## What Advertising/Marketing is carried out?

The business has a good social media presence. However, a more focused marketing strategy and community-based advertising will bear fruits.

## What competition exists?

There is competition, however no one close to their location. This car wash offers customers a relaxing environment with attention to detail and above average customer experience.

## Do any have management potential?

The business is manager run.

## How involved is the Owner in running the business?

The owner is not involved on a daily basis, the business is manager run.

## When does the current lease end?

30 June 2028

## What are the trading hours?

Mon - Fri 7am to 5pm  
Saturdays 7am to 5pm  
Sundays 7am to 3pm

## What are the main assets of the business?

A full asset list will be provided.

## Strengths?

- Growing Automotive Industry: South Africa's automotive industry is expanding, leading to an increased demand for car wash services.
- High Customer Satisfaction: Providing high-quality service has lead to a loyal customer base and positive word-of-mouth referrals.
- Strategic Locations: Established car wash in high-traffic area close to large corporate retailers, urban centers, shopping malls, and busy road.

## Weaknesses?

Seasonal Variations: Business may fluctuate with seasonal changes  
Operational Costs: Ongoing costs such as water, electricity, and maintenance  
Lack of owner involvement.

## Opportunities?

10 -20% price increase scheduled for this month to get in line with other car washes pricing.  
Expansion: There is potential to expand into other regions or offer additional services such as detailing, waxing, and interior cleaning

## Threats?

Economic Downturns: Economic instability can reduce discretionary spending, affecting the demand for car wash services

## What is the reason for the sale?

The owner does not have the capacity to run the business and wants to focus on his current work.