

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: **20th August 2025**
Business Reference: **37200**

About the Business:

**Well-Run Hygiene Services Business – Excellent
Growth Potential**

Well-Run Hygiene Services Business – Excellent Growth Potential



Sector: **Services**

Asking Price:

R 2,400,000

Monthly Profit:

R 83,627

Asset Value:

R 996,661

Stock Value:

R 0

Yearly Net Profit :

R 1,003,518



Business Report

Fully describe the business's activities?

The business is a South African cleaning and hygiene services company headquartered in Gauteng. Established in 2007, the company has over 30 years of experience in the industry. They offer a comprehensive range of services tailored to various sectors, including industrial, commercial, retail, food, hospitality, and residential.

Their services encompass daily contract cleaning, chemical deep cleaning, anti-microbial decontamination, pest control, window cleaning, pre/post-occupation cleaning, at-home deep cleaning, carpet cleaning, and the supply of consumables, chemicals, and personal protective equipment (PPE).

They are committed to delivering top-quality services and products, ensuring high standards of cleanliness and hygiene for their clients.

How does the business operate on a daily basis?

The business operates through a structured daily routine, with most staff based on client sites for routine contract cleaning. Specialised deep cleaning teams—typically consisting of 5 to 7 members—are dispatched from the central office to perform services such as antimicrobial decontamination, carpet and window cleaning, and high-level sanitisation. The company also manages the supply and replenishment of hygiene consumables and chemicals.

Currently, operations are coordinated from head office, which oversees logistics, rostering, compliance, and client communication. These responsibilities will be taken over by the new owner. A dedicated supervisor conducts regular site inspections to ensure quality and adherence to safety standards.

What Advertising/Marketing is carried out?

Website

Does the business have any contract work?

The business operates with several active service contracts in place, providing a stable and recurring income stream. These agreements span a range of industries—including commercial, retail and industrial—and cover routine cleaning, consumable supply, pest control, and scheduled deep cleaning services.

How could the profitability of the business be improved?

To improve profitability, the business can optimise scheduling and routing for its deep cleaning teams, reduce costs through better supplier deals, and ensure all contracts are priced appropriately. Upselling bundled services like consumables or pest control can boost revenue, while targeting high-value clients in sectors such as healthcare or logistics may offer more stable margins.

How involved is the Owner in running the business?

This business requires an owner who is going to be involved on a daily basis to ensure organic growth.

What are the trading hours?

The business operates with flexible scheduling to meet client needs. While the head office is open Monday to Friday from 08:00 to 17:00, on-site cleaning teams are available outside of standard hours—including early mornings, evenings, weekends, and public holidays—depending on client requirements and service agreements.

What are the main assets of the business?

Nissan NP 300 (New).
Nissan NP 300 (Old).
Window cleaning machine.
Tennant E5 Carpet extraction cleaner.
Tennant R3 Maintenance carpet cleaner.
Numatic vacuum (mCubed).
Numatic vacuum (Kaeser).
Numatic vacuum (FLSmith head office).
Numatic Hand held scrubber.
SM Bure ULV Fogging machine.
Upright ULV Fogging machine.
Hudson steel sprayer (Pest Control).

Strengths?

- Experienced and skilled workforce with specialised deep-cleaning teams.
- Flexible operating hours and customised service offerings.
- Strong client relationships built on reliability and consistent service.
- Transparent pricing with no upfront or hidden costs.
- Established reputation across diverse sectors (retail, industrial, residential).

Weaknesses?

- Owner is not involved in daily operations, which may affect high-level responsiveness.

Opportunities?

- Growing demand for hygiene and decontamination services in healthcare, logistics, and food sectors.
- Potential to expand value-added offerings (e.g. bundled packages, subscription models).
- Digital tools and automation for operations, reporting, and client communication.
- Geographic expansion into neighbouring regions or provinces.

Threats?

- Economic downturns could reduce client spending on outsourced hygiene services

What is the reason for the sale?

The owner is selling the business to focus on his core area of expertise. While the business is a solid and well-run operation, it is not aligned with his primary business interests, and he believes the company would benefit from an owner who can give it the full focus it deserves to reach its next stage of growth.