



BUSINESS REPORT

Date: **31st July 2025**

Business Reference: **37417**

About the Business:

Lowveld-based trailer rental business with solid returns and a great market presence. Don't miss out!

This well-established trailer rental business offers a simple, hassle-free operation with minimal daily management required. Backed by a loyal customer base and steady demand, it provides consistent revenue while remaining easy to run.

Lowveld-based trailer rental business with solid returns and a great market presence. Don't miss out!



Sector: **Services**

Asking Price:

R **1,100,000**

Monthly Profit:

R **34,163**

Asset Value:

R 733,000

Stock Value:

R 0

Yearly Net Profit :

R 409,956



Business Report

Fully describe the business's activities?

The business specializes in providing a wide variety of quality trailers for hire in Mbombela, the capital of Mpumalanga. With reliable service and a diverse fleet, they cater to both individual and business needs, ensuring hassle-free transport solutions.

How does the business operate on a daily basis?

Their daily operations typically include:

- Trailer Rentals – Customers can rent a variety of trailers for personal or business use.
- Maintenance – They provide maintenance services to ensure quality and reliability on their trailers
- Adhoc sales of basic spare parts - eg jockey wheels / bearings / plugs / globes , lights.
- Customer Support – Assisting clients with bookings, inquiries, and trailer recommendations.

What competition exists?

There is similar rental businesses in town - it is not easy to differentiate
Service , reputation and price is key

What are their business hours ?

They are open Monday to Friday from 7:30 AM to 5 PM, Saturday from 7:30 AM to 4 PM

How could the profitability of the business be improved?

1. Expanding Service Offerings
 - Introduce long-term rental packages for businesses needing trailers regularly.
 - Offer maintenance and repair services for privately owned trailers.
 - Provide custom trailer modifications to meet specific customer needs.
2. Enhancing Marketing & Visibility
 - Strengthen online presence through a dedicated website and social media marketing.
 - Partner with local businesses that frequently require trailer rentals.
 - Implement targeted advertising in Mpumalanga to attract more customers.
3. Optimizing Pricing & Revenue Streams
 - Introduce tiered pricing based on rental duration to encourage longer bookings.
 - Offer membership or loyalty programs for repeat customers.
 - Explore seasonal promotions to boost demand during peak periods.
4. Improving Operational Efficiency
 - Streamline booking and payment systems for a smoother customer experience.
 - Optimize fleet management to reduce maintenance costs and downtime.
 - Invest in fuel-efficient and durable trailers to minimize long-term expenses.

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

Manager - 21 years
Maintenance - 5 months

How involved is the Owner in running the business?

The owner is not actively involved in running the business. He randomly visits the business three times a week

What are the main assets of the business?

24 different types of trailers

Strengths?

- Prime Location – Easily accessible in Mbombela, attracting local customers.
- Diverse Fleet – Wide variety of trailers catering to different transport needs.
- Established Reputation – Strong word-of-mouth referrals and returning customers.
- Competitive Pricing – Affordable rental rates compared to competitors.
- Reliable Service – Well-maintained trailers ensuring customer satisfaction.
- Flexible Rental Options – Short-term and long-term rental packages available.
- Personalized Customer Service – Responsive support and tailored recommendations.
- Repeated customers

Weaknesses?

- Limited Online Presence – Could benefit from a stronger digital marketing strategy.
- Fleet Size – May need to expand the variety and number of trailers to meet growing demand.
- Customer Awareness – Some potential clients may not be aware of the full range of services offered.
- Accessibility - during peak hour traffic the street in front of the business is getting congested , making collection and return of trailers a challenge

Opportunities?

- Expand Fleet – Introduce more trailer types to meet diverse customer needs.
- Improve Online Presence – Develop a website and enhance digital marketing.
- Partnerships – Collaborate with local businesses for bulk rentals.
- Long-Term Rentals – Offer subscription-based rental packages for businesses.
- Additional Services – Provide trailer maintenance and customization options.

Threats?

- Increasing Competition – More trailer rental businesses entering the market.
- Economic Fluctuations – Changes in fuel prices and consumer spending affecting demand.
- Maintenance Costs – Rising expenses for trailer upkeep and repairs and replacements

What is the reason for the sale?

The seller was offered an opportunity in Australia