

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

BUSINESS REPORT

Date: **24th June 2025**

Business Reference: **37462**

About the Business:

Ideal Business for single owner - work from home - Cape Town

This amazing little business is operating in the Northern Suburbs of Cape Town. They specialize in carpet- and upholstery cleaning.

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Sector: **Services**

Asking Price:

R 1,047,000

Monthly Profit:

R 34,942

Asset Value:

R 173,000

Stock Value:

R 3,000

Yearly Net Profit :

R 419,308



Business Report

Fully describe the business's activities?

This amazing little business is operating in the Northern Suburbs of Cape Town.
They specialize in carpet- and upholstery cleaning.

How does the business operate on a daily basis?

The owner deals with all components of the business and only hire in casuals when needed.

Complete daily bookings.
Summer average 4-6 bookings per day
Winter/low season 2-3 bookings per day

What Advertising/Marketing is carried out?

Google ads

How could the profitability of the business be improved?

More advertising on google ads
Employing another team - currently do have 2 machines

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

Owner operated
Will get some help when doing offices or other big jobs

How involved is the Owner in running the business?

Fully

When does the current lease end?

Work from home

What are the main assets of the business?

Suzuki Super Carry 2023
5 cleaning machines
scrubbing machine
chemicals
industrial carpet fan

Strengths?

Strengths

- Owner-Operated Expertise: Hands-on experience by the owner ensures high-quality, consistent service.
- Eco-Friendly Practices: Uses environmentally safe chemicals, making services suitable for homes with children, pets, and allergy sufferers.
- Comprehensive Services: Offers a wide range of cleaning solutions including carpets, upholstery, mattresses, pet stains, flood damage, and ozone treatment.
- Customer-Centric Guarantees: 100% money-back guarantee if not satisfied, and discounts for Bitcoin payments show customer-first thinking.

Weaknesses?

Weaknesses

- Limited Scalability: Being owner-operated may limit the ability to scale or handle multiple large projects simultaneously.
- Online Presence: The website is informative but could benefit from more modern design, SEO optimization, and customer reviews to enhance credibility.
- Geographic Limitation: Services are focused on Cape Town and surrounding areas, limiting reach.

Opportunities?

Opportunities

- Digital Marketing Expansion: Scaling Google Ads, and social media could attract more clients.
- Partnerships with Real Estate or Hospitality: Collaborating with property managers or hotels could provide steady business.
- Subscription or Maintenance Plans: Offering regular cleaning packages could ensure recurring revenue.

Threats?

Threats

- High Competition: The cleaning industry in Cape Town is competitive with many similar service providers - service delivery is of utmost importance
- Economic Sensitivity: Cleaning services may be considered non-essential during economic downturns or during seasonal environments
- Technological Advancements: Competitors adopting newer, more efficient cleaning technologies could pose a threat.

What is the reason for the sale?

Owner is moving