



BUSINESS REPORT

Date: **1st August 2025**

Business Reference: **37331**

About the Business:

Southern Africa Cross-Border Transport Business for Sale – Gauteng HQ

This Gauteng-based transport company specialises in cross-border freight to neighbouring SADC countries, including Namibia, Botswana, Zimbabwe, and Zambia. It offers reliable delivery of general, palletised, and time-sensitive cargo with a focus on route efficiency and customs compliance. A well-maintained long-haul fleet and centralised tracking system ensure operational transparency and service

excellence. The business enjoys repeat work from FMCG, retail, and industrial clients, backed by strong relationships with border and clearing agents. Ideal for buyers seeking a scalable, regionally entrenched logistics operation with established cross-border expertise.

Southern Africa Cross-Border Transport Business for Sale – Gauteng HQ



Sector: **Services**

Asking Price:

R 26,150,000

Monthly Profit:

R 704,409

Asset Value:

R 21,618,516

Stock Value:

R 0

Yearly Net Profit :

R 8,452,912



Business Report

Fully describe the business's activities?

The company specialises in cross-border freight transport to neighbouring African countries, primarily servicing routes between South Africa and destinations such as Namibia, Botswana, Zimbabwe, Mozambique, Zambia, Lesotho and Malawi. Operations include the transportation of general cargo, palletised goods, and time-sensitive consignments, with a strong focus on reliability, route efficiency, and compliance with regional customs and regulatory requirements. The fleet is equipped with long-haul vehicles suitable for diverse road conditions, and all consignments are managed through a centralised dispatch and tracking system to ensure transparency and delivery assurance. The business maintains strong relationships with clearing agents, border officials, and repeat clients across various industries, including manufacturing, retail, and FMCG.

How does the business operate on a daily basis?

The business follows a structured daily routine designed to ensure the smooth coordination of cross-border logistics. The owner plays a role in client relationship management, engaging directly with clients to discuss trip outcomes and plan upcoming routes based on cargo availability, border conditions, and delivery timelines. The owner does not have personal relationships with any of the clients; these are strictly business relationships. Administrative support is split across two key functions: One administrator is responsible for preparing detailed route sheets, which include estimated trip expenses, tolls, fuel costs, and all necessary border documentation such as permits and customs paperwork. A second administrator manages incoming transport requests, liaising with clients to confirm load details and coordinating directly with drivers for collection and delivery. This includes briefing drivers before departure, tracking trip progress, and handling any on-route issues. Upon completion of each trip, the administrator collects proof of delivery (POD) and ensures that all supporting documents — including stamped border papers — are verified and delivered to the client promptly, maintaining a strong focus on accuracy and compliance.

How are the clients attracted to the business?

As cross-border transport is a specialised industry, the majority of the company's business comes from repeat customers who rely on consistent, reliable service. New clients are often attracted through brand visibility, as the company's branded trucks are frequently seen operating across various African countries, prompting direct enquiries. In addition, a significant portion of new business is generated through word-of-mouth referrals from satisfied existing clients, further reinforcing the company's reputation in the region.

What Advertising/Marketing is carried out?

Marketing efforts are limited to vehicle branding, presenting a strong opportunity for a new owner to implement structured marketing initiatives.

What competition exists?

The cross-border transport sector is specialised, requiring in-depth knowledge of customs procedures, regional regulations, and route planning. As a result, less competitors are operating at the same level of reliability and compliance, which reduces direct competition in this niche market.

How could the profitability of the business be improved?

Profitability can be improved by increasing fleet utilisation, reducing empty return trips, and optimising routes for fuel efficiency. A formal sales and marketing strategy beyond vehicle branding—targeting high-volume industries—could drive new business. Reviewing pricing structures and introducing tiered rates for time-sensitive deliveries would enhance margins. Strengthening partnerships with clearing agents and regional operators can improve turnaround times and load-sharing opportunities. Lastly, streamlining overheads and improving driver performance would further boost efficiency.

How involved is the Owner in running the business?

The owner and his wife are involved daily.

When does the current lease end?

They have a year to year contract

What are the trading hours?

Monday to Friday 8:00 - 17:00

What are the main assets of the business?

2011 MAN TGS 26-440.
2012 MAN TGS 26-440.
2014 MAN TGS 26-480.
2017 MAN TGS 26-480.
2018 MAN TGS26-440.
2020 MAN TGS26-480.
2020 MAN TGS26-480.
2020 MAN TGS26-480.
2020 MAN TGS26-480.
2022 MAN TGS26-480.
2020 MAN TGS26-480.
2021 MAN TGS26-480.
2019 HENRED TRAILER SUPERLINK TRAILER.
2020 HENRED TRAILER SUPERLINK TRAILER.
2021 HENRED TRAILER SUPERLINK TRAILER.
2022 HENRED TRAILER SUPERLINK TRAILER.
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2022 HENRED TRAILER SUPERLINK TRAILER.
2023 SA TRUCK BODIES SUPERLINK TRAILER.
2024 SA TRUCK BODIES SUPERLINK TRAILER.
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Office equipment.

Strengths?

Established Client Base: Long-standing relationships with a large manufacturer and FMCG company, contributing approximately 80% of revenue.

Specialised Knowledge: In-depth experience with cross-border logistics, customs procedures, and regional regulations.

Operational Efficiency: Well-defined daily processes covering route planning, driver coordination, documentation, and proof of delivery.

Brand Visibility: Branded trucks operating across multiple African countries serve as a passive but effective marketing tool.

Weaknesses?

Client Concentration Risk: Heavy reliance on two major clients poses a revenue risk if one contract is lost or scaled down.

Limited Online Presence: A lack of digital marketing or an underdeveloped website can make it harder to attract new clients outside of existing networks.

Opportunities?

Expansion into New Routes: Potential to grow services into other SADC countries or under-served regions.
Diversifying Client Base: Targeting additional sectors (e.g. mining, Agri-exports) could reduce reliance on current major clients.

Threats?

Fuel Price Volatility: Rising diesel costs directly impact margins unless effectively managed or passed on to clients.

What is the reason for the sale?

The owner wants to retire.