



BUSINESS REPORT

Date: **9th January 2026**
Business Reference:**37801**

About the Business:

Agency opportunity country-wide in stump grinding and removal

Launch your own profitable agency under a trusted brand — all assets, training, and support included.

Agency opportunity country-wide in stump grinding and removal



Sector: **New Franchise Opportunities**

Asking Price:

R 800,000

Asset Value:

R 424,500

Stock Value:

R 0

Monthly Profit:

R 55,510

Yearly Net Profit :

R 610,613



Business Report

How does the business operate on a daily basis?

Tree stump removal is an important operation that works in conjunction with the building and construction industry, within gardens of residential properties and body corporates, Municipality grounds, as well as commercial landscaping operations.

Specialized machinery and operating techniques are required to overcome access issues (stairs, banks, gates, etc.), the presence of services (electric, water, fibre, etc.) as well as proximity to buildings.

The removal of stumps ensures improved aesthetics, allows for construction to take place, replanting of plants and trees, as well as preventing unwanted pest infestations and regrowth. In urban areas—especially dense or confined spaces like the built up residential areas of Durban, Johannesburg, and Cape Town, where access is generally limited to garden gates and doorways, our machinery is perfectly suited, and makes even the largest tree stump seem like a walk in the park.

What Advertising/Marketing is carried out?

Very active on Facebook, Instagram and Website. Vehicle sign writing.

What competition exists?

The stump removal business in South Africa is moderately competitive and shows signs of steady demand and growth, especially in urban and suburban areas.

The industry is not yet oversaturated, but competition is growing, especially in cities.

Many small to medium-sized businesses offer stump grinding as part of broader tree felling or landscaping services.

Companies differentiate through:

- Pricing
- Response time
- Equipment quality
- Eco-friendly practices
- Accessibility

The stump grinder market in South Africa is projected to grow steadily through 2031, driven by:

- Increased urbanization
- Land clearing for agriculture and construction
- Environmental management needs

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

1 x operator operates the machine and drives it forward and back, grinding the stump side to side.

The 2nd staff member keeps an eye on operations from the front, ensures that no hidden stones/concrete/metal is hit during the grinding, and moves shavings out of the way to increase productivity and speed.

Do any have management potential?

The operator would have site supervision responsibilities

How involved is the Owner in running the business?

Owner run & supervised

When does the current lease end?

This is a “work from home” opportunity requiring a small amount of space., something like a standard garage size.

What are the main assets of the business?

What's Included

Your investment includes everything needed to hit the ground running:

- Stump Grinder - Bandit HB20 – professional-grade, high-performance machine - value R325 000
- Vehicle - Mitsubishi Colt 2.0 Bakkie (or equivalent) – branded, serviced and fully operational - value R85 000
- Tools & Equipment - All the necessary tools for stump removal and its daily operations:
Chainsaw & Accessories – value R5000
Digging Tools – value R2000
Ramps – value R3000
- Training - Comprehensive hands-on training will be offered for you and your team.
- Management Support - 2 years of operational guidance and business mentorship included.
- Marketing Materials - Use of the Stump Easy brand, logo, website, and advertising templates, as well as ready to market material including pamphlets, work attire, etc. will be provided:
Advertising boards & frames – value R3500
Advertising pamphlets – value R1000
- Territory Rights - Exclusive predetermined designated operating area within South Africa

Strengths?

- Trusted brand name, known for reliability, quality & exceptional customer service.
- Proven to be profitable.
- Turnkey opportunity with everything needed to start, included in the price paid.
- Training provided & 2 years operational guidance & business mentorship included.
- Allows for removal in confined spaces with limited access.
- Consistent demand & growth of the industry.
- Scalable services – can be bundled with tree felling, landscaping, or garden maintenance operations.

Weaknesses?

- Capital costs for purchasing stump grinders and safety gear can be high – included in price.
- Skill and safety requirements – improper use of equipment can lead to injury or property damage – training included in the price.
- Weather dependency – heavy rains or extreme heat can delay jobs.

Opportunities?

- Niche targeting (e.g., eco-conscious clients, estate developers).
- Bundled services (tree felling & stump grinding & landscaping).
- Growing urbanization and housing developments increase demand.
- Partnerships with landscapers, real estate agents, and municipalities, construction companies, UIP's, tree fellers, garden services.
- Digital marketing – few small operators have strong online presence or SEO.
- Eco-friendly services – offering mulch from ground stumps or carbon offsetting.

Threats?

- Fuel and maintenance costs for machinery can fluctuate.
- Regulatory changes – environmental or municipal restrictions on tree removal.
- Seasonal slowdowns – especially during prolonged rain.

What is the reason for the sale?

To grow an existing successful brand in KZN, into a country-wide operation.