

BUSINESS REPORT

Date: 22nd January 2026

Business Reference: 37943

About the Business:

Established and scalable Forklift, Crane Workplace Safety Training Company – Recurring Revenue

The ideal buyer is a well-established training provider with qualified moderators and assessors, looking to acquire a proven client base along with all associated intellectual property, accreditation, training materials, and systems. This acquisition allows the buyer to instantly scale operations, secure recurring

revenue, and unlock growth opportunities through expanded capacity, cross-selling, and integration into an existing training business.

Established and scalable Forklift, Crane Workplace Safety Training Company – Recurring Revenue



Sector: **Services**

Asking Price:

R 7,500,000

Monthly Profit:

R 0

Asset Value:

R 10,000

Stock Value:

R 0

Yearly Net Profit :

R 0



Business Report

How does the business operate on a daily basis?

This business assessor:

- Delivers all training.
- Handles daily admin and assessments.
- Prepares clean POE files.

The moderator:

- Works monthly in scheduled moderation blocks.
- Maintains compliance & course quality.

The business:

- Uses structured daily schedules.
- Runs courses that fit from a 1-on-person to classroom type training model.
- Batches assessments for moderation.

What Advertising/Marketing is carried out?

No formal marketing or advertising is conducted, and the business operates without a website or social media presence. Instead, it relies entirely on repeat customers and word-of-mouth referrals to generate new business.

What competition exists?

The OSH training sector in South Africa is highly competitive, with a mix of large national providers, medium-sized accredited colleges, and many smaller specialised operators.

How could the profitability of the business be improved?

The single biggest opportunity lies in appointing additional assessors and moderators to increase throughput and actively implementing proper marketing efforts, which would allow the business to scale beyond its current word-of-mouth growth and unlock far greater revenue potential.

How involved is the Owner in running the business?

The Moderator (Owner) plays a critical quality-assurance role in accredited OSH training. While the Assessor (spouse) conducts the actual training and assessments, the Moderator ensures that everything was done correctly, fairly, and in line with SETA and Department of Employment & Labour requirements.

When does the current lease end?

Not applicable — this is a home-based business, and the only regulatory requirement is that a proper office workspace is in place.

What are the main assets of the business?

The main assets of an OSH training business include its accredited training materials, SETA and DoEL accreditations, registered assessors and moderators, office/IT systems and highly valuable intangible assets such as its client base, reputation, and established compliance frameworks.

Current accreditations are valid until 30 June 2026.

Strengths?

- 1) Accredited training offerings across multiple high-demand OHS categories (Forklift, Crane, First Aid, etc.).
- 2) Work-from-home, low-overhead operation, enabling strong profitability compared to fixed-premise training centres.
- 3) Established reputation and strong word-of-mouth referrals, meaning low marketing costs and a loyal client base.
- 4) Mandatory nature of OHS training creates consistent repeat business due to expiring certifications and legal compliance cycles.
- 5) Flexible on-site training capability, allowing clients to minimize downtime and increasing service attractiveness.

Weaknesses?

- 1) Limited staffing (only one assessor and one moderator), restricting training volume and business scalability.
- 2) No online presence (no website or social media), reducing visibility to new customers.
- 3) Dependence on owners' skills and availability, creating operational bottlenecks and key-person risk.
- 4) No formal management accounts.

Opportunities?

- 1) Hire or contract additional assessors, immediately increasing training capacity and revenue potential.
- 2) Implement proper marketing (website, SEO, Google Business, LinkedIn, industry partnerships) to reach untapped markets.
- 3) Expand course offerings to include other high-margin safety programs (Working at Heights, Incident Investigation, Legal Liability, HAZMAT Awareness, etc.).
- 4) Introduce e-learning or blended learning for theory modules to scale without increasing labour.
- 5) Target large industrial clients such as warehouses, logistics hubs, construction firms, and production plants needing ongoing compliance.
- 6) Create subscription-style compliance packages, offering predictable recurring income.

Threats?

- 1) High competition from established accredited training providers in South Africa.
- 2) Regulatory changes may require updated accreditation, new equipment, or changes in training content.
- 3) Economic downturns in logistics, mining, or construction could temporarily reduce training budgets.
- 4) Risk of losing clients to providers with bigger teams, more capacity, or stronger marketing presence.
- 5) Dependence on compliance cycles—if regulations tighten or loosen, training demand may fluctuate.

What is the reason for the sale?

The Seller is reaching retirement age and wishes to slow down.

Who should buy this business?

The ideal buyer is an established training company with existing moderators and assessors, seeking to acquire a proven client base together with all associated intellectual property, accreditation, training material, and systems. This acquisition provides instant scale, recurring revenue, and strong upside through increased capacity and cross-selling into an existing operation.