



BUSINESS REPORT

Date: **25th January 2026**
Business Reference:**35164**

About the Business:

Established and Profitable Vehicle Related Business for Sale

This business is established for numerous years and boasts a customer list in excess of 130 members. Working from home, this business is netting XXX per month on average, and is marked to sell!!

Established and Profitable Vehicle Related Business for Sale



Sector: **Services**

Asking Price:

R 1,750,000

Monthly Profit:

R 49,800

Asset Value:

R 934,613

Stock Value:

R 0

Yearly Net Profit :

R 597,604



Business Report

Fully describe the business's activities?

Mobile truck and trailer wheel alignment business operating from a coastal town in the Eastern Cape. Established in 2016, it offers on-site services that reduce downtime and extend tyre life for fleet operators.

How does the business operate on a daily basis?

The business is managed remotely by the owner, who coordinates daily operations from home using a combination of radio, tracker, and mobile phone communication.

Each mobile unit is GPS-tracked and operated by a technician team, with vehicles securely stored overnight at staff residences under roof and lock-up conditions.

Staff are remunerated on a basic salary plus commission structure, incentivizing performance and reliability.

Jobs are booked via phone or WhatsApp, primarily from repeat fleet clients.

Technicians travel to client sites with fully equipped service vehicles, performing on-site alignments and providing basic tyre wear advice.

Equipment is checked daily, and all invoicing and follow-ups are handled digitally for efficiency.

What Advertising/Marketing is carried out?

- Word-of-Mouth Referrals – The primary source of new business, driven by reputation and repeat client recommendations
- Direct Client Communication – Bookings and updates handled via phone and WhatsApp, maintaining strong personal relationships
- No Formal Advertising Channels – The business does not currently use digital platforms, print ads, or social media marketing

What competition exists?

- No known direct mobile truck alignment competitor in this coastal area
- Most mobile providers operate from Gauteng or the Vaal Triangle, serving broader regions
- Local tyre fitment centres focus on passenger and light commercial vehicles
- Mechanical workshops may offer truck alignment but only at fixed locations, limiting convenience for fleet clients

How could the profitability of the business be improved?

A good website and more aggressive door to door marketing.

- Expand service area to nearby transport hubs
- Group jobs by location to reduce travel costs
- Offer tiered service packages or fleet plans
- Upsell tyre diagnostics and preventative checks
- Boost visibility through basic digital marketing
- Explore licensing or franchising for regional growth

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

To be advised

Do any have management potential?

- Technicians are adequately trained and technically skilled
- Capable of performing mobile wheel alignments independently
- Not currently in management roles
- Show potential for supervisory development with proper support

How involved is the Owner in running the business?

- Owner manages scheduling, invoicing, and client communication from home
- Vehicles are linked to head office via radio, tracker, and mobile phone
- Real-time coordination enables efficient dispatch and service control
- Lean structure with strong oversight ensures client satisfaction

From which premises does this business operate?

- Operates from the owner's home—no formal premises or rental commitments
- Service vehicles stored securely at technicians' residences
- Lock-up and under-cover protocols ensure vehicle safety and readiness
- Structure keeps overheads low and operations lean

What are the main assets of the business?

- Fully Equipped Service Vehicles – Each mobile unit includes calibrated wheel alignment systems, tools, and communication equipment
- Locally Manufactured Alignment Equipment – Durable, low-maintenance gear capable of handling caster, camber, and toe adjustments on trucks and trailers
- Client Base – Established relationships with repeat clients in logistics, mining, and transport sectors
- Brand Reputation – Recognized locally as a preferred service provider for mobile truck alignment
- Operational Systems – Integrated radio, tracker, and mobile phone setup linking vehicles to head office for real-time coordination

Strengths?

- Mobile Model – Low overheads, high convenience, and no rental commitments
- Repeat Client Base – Trusted by logistics, mining, and transport operators
- Reliable Technicians – Skilled teams capable of independent service delivery
- Owner-Managed Efficiency – Streamlined admin and real-time vehicle coordination
- Consistent Turnover – Stable income year-round with minimal seasonal impact
- Preferred Provider Status – Strong reputation without needing formal contracts
- Scalable Setup – Easily expandable into nearby regions or via licensing

Weaknesses?

- Owner-Dependent Admin – Administrative tasks rely solely on the owner, limiting scalability
- No Formal Contracts – Repeat clients are loyal but not contractually bound
- Limited Marketing Presence – No active digital or print advertising
- Small Team Structure – Two mobile teams limit service capacity during peak demand
- Geographic Focus – Operations are concentrated in one coastal town, with untapped nearby markets

Opportunities?

- Regional Expansion – Extend services to nearby towns and transport corridors
- Fleet Maintenance Contracts – Formalize repeat work into service agreements
- Digital Marketing – Build visibility through a basic website and social media presence
- Franchise or Licensing Model – Replicate the mobile setup in other regions
- Value-Added Services – Offer suspension checks, tyre diagnostics, or printed alignment reports
- Partnerships – Collaborate with tyre dealers or transport depots for referral work

Threats?

- Potential entry of mobile competitors
- Workshop upgrades offering similar services
- Equipment downtime risks
- Rising fuel and travel costs
- No formal client contracts

What is the reason for the sale?

The Owner wishes to emigrate.