

**business**  
for sale



Date: **8th March 2026**

Business Reference:**38047**

About the Business:

## **Car Service City Workshop Near Cape Town – Established Franchise with Growth Potential**

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An established Car Service City franchise offering professional vehicle servicing and repairs within a recognised national brand. The business benefits from trained staff, fleet service contracts, industry compliance and quality workshop equipment. A solid opportunity for an owner-operator or investor seeking a structured automotive business with growth potential.

# Car Service City Workshop Near Cape Town – Established Franchise with Growth Potential



Sector: **Services**

Asking Price:

**R 1,350,000**

Monthly Profit:

**R 50,077**

Asset Value:

**R 650,000**

Stock Value:

**R 0**

Yearly Net Profit :

**R 600,928**



# Business Report

## Fully describe the business's activities?

This well-established automotive service centre operates within a recognised national franchise network, providing professional vehicle maintenance and repair services.

Core activities include:

- Scheduled vehicle servicing (minor and major services)
- Diagnostics and fault finding
- Brake, clutch and suspension repairs
- Engine repairs and replacements
- Cooling systems and exhaust work
- Battery and alternator replacements
- General mechanical repairs

The business services a broad client base, including private vehicle owners and small fleets.

Operations are supported by trained technicians, workshop systems, franchise standards, and established supplier relationships, ensuring consistent quality and strong repeat business.

## How does the business operate on a daily basis?

The business operates as a structured, process-driven workshop aligned to national franchise standards.

Daily operations include:

- Booking management via phone, walk-ins and digital channels
- Job card creation and vehicle intake inspections
- Diagnostics and quoting before work commences
- Allocation of work to qualified technicians
- Parts sourcing from approved suppliers
- Quality control checks before vehicle release
- Customer communication throughout the repair process

The workshop runs during standard trading hours with a trained team overseeing technical work, administration and customer service, ensuring efficient turnaround times and consistent service delivery.

## What Advertising/Marketing is carried out?

Marketing is practical, localised and results-driven, focused on consistent lead generation and brand visibility.

Current activities include:

- Distribution of targeted flyers in surrounding residential and business areas
- Google Ads campaigns to capture online search traffic
- Digital exposure via shopping centre advertising platforms
- Brand presence aligned with national franchise marketing initiatives

This blended approach ensures:

- Strong local awareness
- Consistent workshop bookings
- Ongoing new customer acquisition
- Support from national brand credibility

Marketing spend is controlled and measurable, with a clear focus on return on investment

## What competition exists?

Competition exists primarily from:

Independent local workshops

Franchise-based automotive service centres

Dealership service departments

Informal mechanics operating at lower price points

However, the business differentiates itself through:

National franchise branding and credibility

Structured systems and quality controls

Qualified technicians

Warranty-backed workmanship

Established supplier relationships

Strong local reputation and repeat clientele

While competition is present, demand for reliable vehicle servicing remains consistent, and the business is well-positioned within its market segment.

## How could the profitability of the business be improved?

Profitability can be improved through stronger operational control and revenue expansion.

Opportunities include:

Full-time owner-manager to drive performance, cost control and team accountability

Installation of additional cameras to improve oversight, efficiency and loss prevention

Increased marketing spend to boost workshop capacity utilisation

Expansion of fleet contract acquisition

Upselling preventative maintenance services

Extended trading hours during peak periods

With structured management focus and targeted growth strategies, the business has clear upside potential beyond its current performance levels.

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

Breakdown of staff and functions:

2 Qualified Mechanics

- Responsible for diagnostics, repairs and servicing
- Hands-on technical execution and quality control
- Established tenure with strong product knowledge

Workshop Manager

- Oversees daily operations and workflow
- Customer liaison and quoting
- Stock control and supplier coordination

Receptionist / Administrator

- Front desk management
- Booking coordination and invoicing
- Customer communication and record keeping

Staff have stable tenure, contributing to operational continuity and client retention.

## Do any have management potential?

Yes the manager

## How involved is the Owner in running the business?

The owner is minimally involved in the day-to-day operations.

Current involvement:

- No active role in daily workshop management
- Does not oversee operational processes
- Not involved in customer engagement
- Not responsible for staff supervision

Primary responsibility:

- Authorising and processing payments

The business operates independently under the management team, making it well-suited for either an owner-operator seeking hands-on involvement or an investor looking for a semi-managed structure with room for stronger oversight and performance optimisation.

## When does the current lease end?

Sept 2027

## What are the trading hours?

Mon - Fri 07:00 - 17:30  
Sat 08:00 - 13:00

## What are the main assets of the business?

Main assets of the business include:

- 2 Laptops (administration and workshop systems)
- 1 Diagnostic machine
- 1 Vehicle scanner
- Time and Attendance biometric system
- 3 Vehicle lifts
- Industrial air compressor
- Full set of RMI-approved workshop tools and equipment

The estimated replacement value of the equipment is approximately R650,000.

These assets enable full-service workshop capability and support efficient, compliant operations aligned with industry standards.

## Strengths?

- Recognised national franchise backing
- Established client base and repeat business
- Existing fleet service contracts
- Experienced technical team
- Low owner involvement (scalable opportunity)
- Equipment replacement value ± R650,000

## Weaknesses?

- Limited management oversight
- Marketing could be expanded
- Profitability below full potential

## Opportunities?

- Appoint full-time owner-manager
- Increase fleet contract base
- Expand digital marketing
- Upsell preventative maintenance

## Threats?

- Independent workshop competition
- Economic pressure on consumers
- Rising parts and labour costs
- Industry regulatory changes

## What is the reason for the sale?

The reason for the sale is logistical and not performance-related.

Key factors:

The owner is based in Johannesburg

The business operates in a different region

Distance makes effective hands-on management challenging

Limited ability to provide active oversight

The owner has recognised that the business would benefit from a locally based owner-operator or investor who can provide stronger on-site leadership and drive growth opportunities more effectively.