



Date: **17th June 2026**

Business Reference: **38187**

About the Business:

## **Established Off-Road Equipment & Vehicle Conversion Specialist with Growth Potential .**

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This established off-road equipment and vehicle customisation business specialises in the supply, fitment, and fabrication of 4x4 accessories and components for both private and commercial clients. It offers a fully integrated solution, including product sourcing, installation, repairs, and bespoke vehicle builds tailored to customer requirements.

# Established Off-Road Equipment & Vehicle Conversion Specialist with Growth Potential .



Sector: **Retail**

Asking Price:

**R 3,150,000**

Monthly Profit:

**R 116,854**

Asset Value:

**R 900,000**

Stock Value:

**R 950,000**

Yearly Net Profit :

**R 1,402,242**



# Business Report

## Fully describe the business's activities?

This is a South African private company operating in the automotive and off-road equipment sector. It focuses on the supply and trading of 4x4 accessories, components, and specialised off-road products. The business also offers vehicle modification and fitment services, including custom upgrades for off-road, recreational, and commercial vehicles. In addition, it undertakes light manufacturing such as custom fuel tanks, seating, and trailer-related components. Its customer base includes individual off-road users as well as corporate and lodge clients requiring tailored vehicle solutions.

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

The business operates as a hands-on, workshop-based automotive business combining product sales, customization, and service delivery.

On a daily basis, the business typically receives customer enquiries (walk-ins, calls, or bookings) for off-road accessories, vehicle upgrades, or repairs. It then sources and supplies the required parts such as suspension systems, fuel tanks, or accessories from suppliers or in-house stock.

Technicians carry out fitment, fabrication, and modifications in the workshop, including installing equipment, upgrading vehicles, or building custom components like tanks and seating.

The business also undertakes repairs, maintenance, and trailer/caravan work, ensuring vehicles are ready for off-road or commercial use.

In parallel, management oversees quoting, procurement, customer coordination, and project scheduling, particularly for larger custom builds (e.g. game-viewing vehicles or fleet work for lodges/corporates). They also manufacture cargo rail in 3 lengths:-

1 meter

2 meter

And on special request in 3 meter lengths

The cargo rail is pop riveted on to the load-bed and it is used with cargo clips or round anchor cargo point to fasten stock securely.

Cargo clips and round anchor cargo points are imported.

They wholesale and retail the above products

## What Advertising/Marketing is carried out?

The business carries out limited formal advertising, relying mainly on its website, social media presence, and strong word-of-mouth referrals driven by its reputation in the off-road market.

## What competition exists?

The business operates in a competitive market with several local 4x4 fitment centres offering similar supply, installation, and customisation services.

It also competes with national brands and chains that have strong product ranges and wider geographic reach.

Additional competition comes from online suppliers that compete on pricing and product variety across the off-road accessories market.

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

Profitability can be improved by increasing margins on parts and services, particularly through focusing on higher-value custom builds and branded premium products.  
Additional gains can be achieved through better utilisation of the workshop (more jobs per day), improved procurement and stock control, and expanding marketing to drive higher volumes of repeat and new business.  
Expand e-commerce sales  
Introduce maintenance/service plans  
Increase digital marketing reach

## What is the Revenue Mix

60–70% Fitment & project work  
30–40% Parts & accessory sales

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

Owner / General Manager  
Workshop technicians  
Fabricators  
Front desk / admin

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

100 % involved in running the business

## When does the current lease end?

The owner owns the premises

## What are the trading hours?

Monday -Friday 7h30 to 17h00  
Saturday - now and then

## What are the main assets of the business?

Please see asset register

## Strengths?

Strong reputation and industry experience in specialised off-road equipment and vehicle conversions.  
Integrated offering combining parts supply, fitment, fabrication, and custom builds under one roof.  
Established relationships with repeat and niche clients (including lodges and corporate customers).  
Skilled technical capability in customisation and problem-solving for off-road applications.  
Reliance on word-of-mouth referrals, indicating high customer satisfaction and repeat business.

## Weaknesses?

The business is reliant on project-based work, which can result in uneven cash flow and limited recurring revenue visibility.  
There is also limited formal marketing, making growth dependent on referrals and reducing exposure to new customer segments.

## Opportunities?

The business has opportunities to increase revenue through expanded digital marketing, including e-commerce and stronger online presence to attract a wider customer base. It can also improve profitability by developing recurring income streams such as fleet servicing, maintenance contracts, and strategic partnerships with lodges and corporate clients.

## Threats?

The business faces competition from both local fitment centres and larger national or online suppliers, which can impact pricing and margins. It is also exposed to fluctuations in consumer spending and economic conditions, as off-road upgrades and modifications are often discretionary expenses.

## What is the reason for the sale?

Retirement