business
for sale



BUSINESS REPORT

Date: **3rd November 2026**
Business Reference:**BFS00426**

About the Business:

Established Designated Driver Business with Recurring Income

Established in 2011, this well-established South African designated driver service provides customers with a safe and convenient way to get home in their own vehicles.

The business operates on a proven membership-based model, generating recurring income through an established customer base. It is an asset-light operation requiring no dedicated premises and can be managed remotely from anywhere in South Africa.

The business is supported by established systems, software, processes and business relationships, with established contracts and relationships within the insurance sector, including some of South Africa's largest insurance companies.

Confidential Sale

The identity of the business is being kept strictly confidential at this stage. The business name, owner's details and other identifying information will not be disclosed in the public advertisement.

Detailed financial statements, trading information and other commercially sensitive information will be made available to genuine prospective purchasers following an NDA.

Serious enquiries are invited. Further information will be provided to suitable prospective purchasers following the appropriate confidentiality process.

Established Designated Driver Business with Recurring Income



Sector: **Sales & Services**

Asking Price:

R 1,295,000

Monthly Profit:

R 0

Asset Value:
R 0

Stock Value:
R 0

Yearly Net Profit :
R 0

Business Report

Fully describe the business's activities?

Established South African designated driver service providing a safe and convenient **“drive me home”** service, where professional drivers transport customers and their own vehicles safely to their destination.

Key Highlights

- Established and operating since **2011**
- Proven operating history
- Established customer base
- **Membership-based recurring-income model**
- Asset-light business structure
- No dedicated rental premises required
- Can be operated remotely from anywhere in South Africa
- Established systems, software and operating processes
- Established relationships within the insurance sector
- Profitable established operation
- Significant potential for further growth

How long has the business been established?

Established in 2011, 15 Years

Is the business VAT Registered?

No

Give a breakdown of staff/ functions?

The business has established operational teams supporting customer bookings, customer service and driver coordination.

Driver teams operate in pairs to facilitate the safe transportation of customers and their vehicles to their destination, with established processes in place to coordinate each trip.

How involved is the Owner in running the business?

Owner-managed, with day-to-day operations supported by staff and established systems and processes.

What are the main assets of the business?

The value of the business lies primarily in its **established operation, customer base, membership model, systems, software, processes and business relationships** rather than significant physical assets.

What is the reason for the sale?

Owner retirement and planned transition

Why is this a good business?

This is an established business operating since 2011, with a proven membership-based model generating recurring income and an established customer base.

The asset-light structure requires **no dedicated rental premises** and allows the business to be operated remotely from anywhere in South Africa. Established systems, processes and industry relationships provide a strong foundation for the new owner.

The business also has established relationships within the insurance sector and offers **significant potential for further growth**, including opportunities to expand its customer base, membership offering and strategic partnerships.

This is an attractive opportunity for an entrepreneur, investor or existing company looking to acquire an established service business with an existing operating infrastructure and recurring-income characteristics.