business
for sale



BUSINESS REPORT

Date: **26th November 2026**
Business Reference:**38385**

About the Business:

Complete Electrical Supply Solutions

A trusted electrical and lighting wholesaler offering an extensive selection of products for trade, commercial, industrial and retail customers. With strong stock availability and an efficient distribution network, the business is equipped to support electrical contractors, construction teams, hardware retailers, industrial facilities, mining operations and public-sector clients. Orders are handled promptly, whether for everyday electrical essentials or larger project requirements. Customers benefit from competitive pricing,

dependable product availability and knowledgeable assistance from a team that understands the practical demands of the electrical industry. The operation also has the capacity to service regional and cross-border markets, providing reliable supply solutions to customers beyond its immediate trading area. From cables, lighting and circuit protection to switches, sockets, distribution equipment and related accessories, the focus remains on supplying the right products with speed, professionalism and friendly service. Reliable stock. Competitive value. Electrical expertise you can depend on.

Complete Electrical Supply Solutions



Sector: **Retail**

Asking Price:

R 6,500,000

Monthly Profit:

R 136,605

Asset Value:
R 1,659,001

Stock Value:
R 1,000,000

Yearly Net Profit :
R 1,639,257

Business Report

Fully describe the business's activities?

This Electrical Wholesaler is an established independent electrical and lighting wholesaler and distributor operating from the East Rand, Gauteng. Its primary activity is the sourcing, stocking and resale of electrical products to customers operating across the residential, commercial, industrial, construction, mining and public-sector markets.

Unlike an electrical contractor whose primary income comes from installations and labour, this wholesaler is principally a product distribution and wholesale business. It purchases electrical equipment and consumables from established manufacturers and suppliers, holds substantial quantities of stock and then supplies these products to contractors, businesses and other trade customers as required.

The product range is broad and includes, among other items:
- Electrical cable and wiring
- Low- and medium-voltage cable
- House wire and cabtyre
- Switches and sockets
- Industrial plugs and sockets
- Circuit protection and distribution equipment
- Cable accessories and cable-management products
- Electrical tools
- Test and measurement equipment
- LED and conventional lighting
- Globes, lamps and tubes
- Electrical installation accessories
- Energy-efficient electrical products
- Selected solar and energy-related products

This broad product offering is important because electrical contractors and industrial customers often prefer purchasing multiple categories from a single supplier rather than dealing with numerous specialist suppliers.

This wholesaler markets products from a number of established electrical and lighting manufacturers and brands. Its business model therefore depends substantially upon maintaining good relationships with manufacturers, importers and major distributors, obtaining competitive purchase pricing and having sufficient stock available when customers require it.

Who does the wholesaler sell to?
The customer base appears to be predominantly business-to-business and trade orientated, although retail or walk-in customers are also fairly popular.

The wholesaler has historically supplied customers including:
- Electrical contractors
- Industrial companies
- Mines
- Hardware stores
- Construction businesses
- Maintenance companies
- Municipalities
- Retail groups
- Commercial property operators
- Other electrical wholesalers or resellers

Its website has also historically referred to customers or groups such as Mica, Jack's Paint and Roshcon, although these references should be treated as historical unless confirmed through current customer records.

The Wholesaler also indicates that it undertakes cross-border sales and exports into other Southern African markets, including countries such as Botswana, Mozambique, Zambia, Zimbabwe, Angola and Eswatini. That adds another potential revenue channel beyond the Gauteng electrical market.

How does the business operate on a daily basis?

The business essentially operates through a continuous cycle:

Enquiry ▮ Quotation ▮ Order ▮ Stock Picking/Procurement ▮ Delivery/Collection ▮ Invoice ▮ Payment ▮ Reordering

1. Customers contact the business

Throughout the day, customers are likely to contact Voltmaster by:
- Telephone
- Email
- WhatsApp or direct salesperson communication
- Counter/walk-in enquiries
- Repeat purchase orders
- Formal requests for quotation

A typical enquiry could be relatively small, such as an electrician needing several plugs and circuit breakers, or substantially larger, such as a contractor requesting cable and electrical equipment for an entire development or industrial project.

2. Sales staff prepare quotations

The salesperson determines:
- Product required
- Quantity
- Current stock availability
- Supplier cost
- Customer-specific pricing
- Applicable discount
- Delivery requirements
- Payment or credit terms
- A quotation is then issued.

This is an important part of the business because electrical wholesale can be highly price competitive. Experienced salespeople therefore need to understand both the customer's requirements and the margin available on the product.

3. Existing stock is checked

If the product is already available in at the wholesaler, it can normally be allocated to the customer's order. This is one of the business's important competitive advantages.

A well-stocked electrical wholesaler can tell a contractor:
"We have it available now."

For contractors operating against deadlines, this can be considerably more valuable than waiting several days for a cheaper alternative.

4. Products that aren't available are sourced

Where the wholesaler does not hold sufficient stock, purchasing staff would obtain the product from:
- Manufacturers
- Importers
- Master distributors
- Other electrical suppliers

Because the company has traded for many years, supplier relationships and negotiated buying terms represent an important component of the business.

5. Orders are picked and prepared

Once an order is accepted, warehouse personnel would typically:
- Receive the sales order
- Locate the relevant products
- Pick the required quantities
- Check the order
- Package it
- Prepare it for customer collection or delivery

Stock control is particularly important because a wholesaler may carry hundreds or thousands of different stock-keeping units.

6. Customers collect or Voltmaster delivers

Products may then either be:
- Collected from Voltmaster's Bedfordview premises; or
- Delivered to the customer's premises or project site.

7. Customers are invoiced

Customers broadly fall into two categories:
- Cash/COD customers: Payment takes place before or when the goods are supplied.
- Account customers: Established customers may have credit facilities and pay within agreed terms, such as 30 days. Credit management is therefore an important part of the business.

A wholesaler may appear highly profitable while experiencing cash-flow pressure if too much money is tied up in debtors.

8. Stock levels are continually replenished

Purchasing staff monitor:
- Fast-moving products
- Minimum stock quantities
- Large confirmed orders
- Supplier lead times
- Current purchasing prices
- Customer demand
- Seasonal or project-related demand
- Orders are then placed with suppliers.
- Good stock management is fundamental.
- Too little stock results in lost sales.
- Too much stock ties up capital and creates obsolete inventory.

9. Supplier accounts are managed

Electrical wholesalers generally purchase substantial quantities on supplier credit.

Management therefore needs to continually manage:
- Supplier statements
- Credit limits
- Payment terms
- Early-payment discounts
- Volume rebates
- Purchase discounts
- Special pricing
- Foreign exchange where imported products are involved

10. Management oversees pricing and margins

Management would regularly monitor the difference between:
- Selling price – Product cost = Gross Profit
- Certain products may generate relatively small margins but significant volume, while more specialised products may generate better margins.
- The objective is therefore not simply to maximise turnover but to maintain an appropriate gross-profit percentage and stock turn.

What Advertising/Marketing is carried out?

Facebook
Word of Mouth

What competition exists?

MICA, Leroy Merlin, Build-IT, Builders Warehouse

How could the profitability of the business be improved?

Putting a Sales Rep on the road

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

Owner x 2
2 x Counter Staff
1 x stores representative

Do any have management potential?

Yes.

How involved is the Owner in running the business?

Daily but does have an employee who can run the business over lenghty periods if need be

When does the current lease end?

February 2028

What are the trading hours?

Monday to Friday - 08h00 to 17h00
Saturday - 08h00 to 12h00
Closed on Public Holidays

What are the main assets of the business?

Motor Vehicles
Furniture & Fittings
IT Equipment
Inventory

Strengths?

1. Long-established business

The wholesaler has operated since 1988. A business that has survived multiple economic cycles over several decades has demonstrated considerable resilience.
For a purchaser, this provides substantially more comfort than acquiring a relatively new electrical wholesaler without a trading history.

2. Established name and reputation

After decades in the industry, the wholesaler has had considerable time to establish relationships with:
- Contractors
- Suppliers
- Manufacturers
- Industrial clients
- Hardware businesses
- Other trade customers

This goodwill would take a new entrant many years to replicate.

3. Broad product range

Customers can obtain numerous electrical products through one supplier.
This encourages repeat purchasing and makes the wholesaler more useful to contractors.

4. Recurring-demand industry

Electrical products are continually required for:
- Maintenance
- Repairs
- Construction
- Infrastructure
- Industrial operations
- Mining
- Property development
- Refurbishments
- Energy projects

Demand therefore does not depend entirely upon discretionary consumer spending.

5. Significant stockholding

An established wholesaler's ability to supply products immediately represents a competitive advantage.

It is particularly valuable where customers cannot afford project delays.

6. Established supplier relationships

Long-standing supplier accounts may provide the business with:
- Preferential pricing
- Credit facilities
- Volume discounts
- Rebates
- Priority stock access

These relationships can be difficult for a new entrant to obtain immediately.

7. Diverse customer base

This wholesaler is not positioned exclusively in one niche.
Its potential markets include commercial, residential, industrial, mining, retail and public-sector customers.

8. Export potential

Existing experience selling into Southern Africa provides an additional avenue for expansion.

9. Strategic Gauteng location

Bedfordview places the business close to Johannesburg, Germiston, Edenvale and the wider Ekurhuleni industrial area and provides good access to Gauteng's main transport networks.

10. Independent operation

Being independent may enable Voltmaster to respond faster on:
- Pricing
- Product sourcing
- Customer negotiations
- Credit decisions
- Special orders

than a heavily corporateised competitor.

Weaknesses?

1. Working-capital requirements

Electrical wholesaling can require substantial capital.

Cash may be tied up in:
- Inventory
- Customer debtors
- Deposits
- Imported products

2. Potentially large stockholding

Inventory is both a strength and a potential weakness.

Stock may include:
- Slow-moving products
- Obsolete technology
- Damaged products
- Excess quantities
- Discontinued lines

The stock should therefore be independently counted and valued during due diligence.

3. Relatively limited digital presence

The existing website appears more like a catalogue/information site than a sophisticated modern e-commerce operation.

This potentially leaves online sales opportunities underdeveloped.

4. Credit risk

Contractors and commercial customers frequently operate on account.

Poor debtor management can create:
- Bad debts
- Cash-flow problems
- Long collection periods

5. Margin sensitivity

Electrical wholesaling can be highly competitive.
Customers frequently request quotations from several wholesalers, putting pressure on margins.

Opportunities?

1. Develop a proper e-commerce platform

One of the clearest opportunities would be developing a modern online electrical marketplace where customers can:
- View products
- Check availability
- Request quotations
- Place orders
- Download invoices
- Repeat previous orders

- Pay online

This could dramatically increase the company's geographic reach.

2. Solar and alternative-energy products

South Africa's energy market presents potential opportunities in products such as:
- Solar panels
- Inverters
- Batteries
- Surge protection
- Energy-management equipment
- Backup-power accessories

A traditional electrical wholesaler already has many of the required customer relationships.

3. Expand contractor accounts

A purchaser could actively target:
- Electrical contractors
- Solar installers
- Property developers
- Facilities-management companies
- Industrial maintenance companies

4. Geographic expansion

The established brand could potentially support additional branches in strategic locations such as:
- Pretoria
- East Rand
- Midrand
- West Rand
- Mpumalanga

5. Expand exports

The existing export experience creates an opportunity to develop formal distribution relationships throughout Southern Africa.

6. Increase direct digital marketing

Online advertising, LinkedIn, Google marketing and contractor databases could generate additional B2B enquiries.

7. Private-label products

Certain high-volume electrical accessories could potentially be imported or manufactured under the wholesaler-owned brand, increasing gross margins.

8. Acquire competitors

A well-capitalised buyer could potentially use the wholesaler as a platform to acquire smaller independent electrical wholesalers.

Threats?

1. Large national competitors

The Wholesaler operates against substantially larger groups with significant purchasing power.

2. Price competition

Electrical products can sometimes be relatively commoditised.
Customers may compare quotations and choose primarily on price.

3. Exchange-rate volatility

Imported electrical products can be significantly affected by changes in the rand.

4. Copper and commodity pricing

Cable pricing can fluctuate considerably because of movements in copper and aluminium prices.

5. Construction-sector conditions

A slowdown in building activity could reduce demand from contractors and developers.

6. Bad debts

Failure by a large contractor or customer could result in material losses.

7. Supplier dependency

Losing an important distributorship or supplier account could affect product availability and margins.

8. Technological obsolescence

Lighting, renewable-energy and control technologies continue to change rapidly, creating stock-obsolescence risk.

9. Economic conditions

High interest rates, weak construction activity or reduced capital expenditure could negatively affect volumes.

What is the reason for the sale?

Retirement