business
for sale



BUSINESS REPORT

Date: **24th November 2026**
Business Reference:**38544**

About the Business:

Automotive Locksmith & Car Key Programming Business for Sale in Pretoria

An exciting opportunity to acquire a modern automotive locksmith and vehicle key programming business in Pretoria. The business provides a specialised range of services including car key cutting and duplication, vehicle key programming, smart key solutions, remote repairs, diagnostics and emergency call\-out services. The operation has been set up with a substantial range of specialist key\-cutting, programming

and diagnostic equipment, giving a purchaser the advantage of acquiring an operational business rather than having to invest the time and capital required to establish a similar facility from scratch. Customers include walk\-in clients, referrals and business generated through relationships within the local motor trade. There is further potential to develop relationships with dealerships, workshops, panel beaters, used\-vehicle dealers and fleet operators. The current owner has other expanding business interests which require his attention and has consequently not been able to focus on developing this operation to its full potential. This makes the business particularly attractive to a hands\-on owner who can concentrate on marketing, customer development and expanding the dealer and fleet customer base. Training and a suitable handover can be provided to assist the new owner with a smooth transition.

Automotive Locksmith & Car Key Programming Business for Sale in Pretoria



Sector: **Services**

Asking Price:

R 450,000

Monthly Profit:

R 32,028

Asset Value:
R 50,000

Stock Value:
R 0

Yearly Net Profit :
R 384,330

Business Report

Fully describe the business's activities?

Well-established and fully equipped automotive locksmith and vehicle key solutions business situated in Gezina, Pretoria. The business specialises in vehicle key cutting and duplication, key programming, smart keys, remote repairs, vehicle diagnostic services and emergency call-outs.
The business serves walk-in customers as well as clients referred through relationships with motor dealers in the surrounding area. It is equipped with specialist key-cutting, programming and diagnostic equipment, allowing a new owner to continue operating without having to establish the operation from scratch.

How does the business operate on a daily basis?

The business provides automotive key and related services from its premises in Gezina, Pretoria. Daily activities include key cutting and duplication, vehicle key programming, diagnostic services, smart key solutions, remote repairs and emergency call-outs. The business also services fleet-related work and enquiries from motor dealers and walk-in customers.
Specialist key-cutting, programming and diagnostic equipment is already in place, allowing the business to handle a broad range of automotive key requirements.

What Advertising/Marketing is carried out?

Marketing expenditure has historically been relatively limited, with the financial records reflecting a modest monthly marketing budget. The business currently relies considerably on its location, walk-in customers, dealer relationships and referrals.
This presents an opportunity for a new owner to expand digital marketing, social media, Google visibility and direct marketing to motor dealers, workshops, fleet operators and other automotive businesses.

What competition exists?

The business competes with other automotive locksmiths, key-cutting businesses and vehicle key-programming service providers operating in Pretoria.
Keycon differentiates itself through its specialist automotive focus, comprehensive range of key and programming services, established dealer relationships and substantial investment in specialist key-cutting, programming and diagnostic equipment

How could the profitability of the business be improved?

There is considerable scope to improve profitability through greater owner involvement and more active business development. The current owner has indicated that his expanding core business prevents him from devoting sufficient time to Keycon and that the business is therefore not operating to its full potential.

Growth opportunities include:

- Expanding relationships with motor dealers, workshops and related automotive businesses.
- Actively developing the fleet-contract side of the business.
- Increasing digital marketing and local online visibility to generate more direct enquiries.
- Promoting emergency call-out services more aggressively.
- Growing the existing walk-in customer base.
- Increasing utilisation of the specialist key-cutting, programming and diagnostic equipment already in place.

A hands-on owner who actively markets and manages the operation should therefore have meaningful scope to increase turnover without requiring a significant initial investment in additional equipment.

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

The business has one employee assisting with the day-to-day automotive key services and operation of the business.

Do any have management potential?

The seller has indicated that an experienced person is available to assist with the operation and with the transition to a new owner.

How involved is the Owner in running the business?

The owner has limited involvement in the day-to-day running of the business. His core business has expanded and requires his full attention, with his primary office situated in Hatfield. As a result, Keycon has been operated as a secondary business and, according to the owner, has not yet been developed to its full potential.

When does the current lease end?

To be confirmed with the seller

What are the trading hours?

Normal business hours.

What are the main assets of the business?

The business is sold with a comprehensive range of specialist automotive key-cutting, programming and diagnostic equipment, together with workshop tools, computer equipment, office furniture and the existing shop fit-out.

- Xhorse Dolphin 2 key-cutting machine
- AUTEL MaxiIM IM508S key-programming machine
- KEYDIY KD X4 key programmer
- AUTEL XP400 PRO and XP200 programmers
- AUTEL MaxiIM key-programming adapter kit
- Xhorse VVDI Mini Key Tool
- AUTEL G-Box3 and smart-key emulator
- Dell Inspiron laptop
- Specialist automotive lockout and workshop tools
- Office and workshop furniture and equipment
- Existing partitioning, painting and business branding

The latest inventory provided reflects a total cost/value of approximately R265,115, including the premises fit-out and branding.

Strengths?

- Fully equipped specialist automotive key-cutting and programming operation.
- Significant investment already made in modern key-cutting, programming and diagnostic equipment.
- Good location in Gezina, Pretoria, with walk-in trade.
- Existing relationships with motor dealers in the surrounding area.
- Multiple income streams including key cutting, key programming, smart keys, remote repairs, diagnostics, emergency call-outs and fleet-related work.
- Low staff complement and relatively lean overhead structure.
- Seller is prepared to assist with training and handover.
- Business has demonstrated profitability despite limited owner involvement.

Weaknesses?

- Relatively new business with a short trading history.
- Current owner has limited time available to actively manage and develop the operation.
- Marketing and business development have been limited to date.
- The business is still developing its customer base and market presence.
- The operation is currently relatively dependent on a small staff complement.

Opportunities?

- Significant opportunity for a hands-on owner to increase turnover through active involvement in the business.
- Expand relationships with motor dealerships, panel beaters, workshops, used-car dealers and other automotive businesses throughout Pretoria.
- Grow the fleet and commercial vehicle customer base.
- Increase digital marketing and local online visibility to generate additional direct enquiries.
- Develop emergency and mobile call-out services more aggressively.
- Increase utilisation of the specialist equipment already owned by the business.
- Expand the range of automotive key, remote, programming and diagnostic services offered.
- Build on the existing walk-in customer base and dealer referral network.

Threats?

- Competition from established automotive locksmiths and vehicle key-programming businesses in Pretoria.
- Rapid changes in vehicle security, key and immobiliser technology may require ongoing investment in equipment, software and technical knowledge.
- Increasing restrictions by vehicle manufacturers and changes in programming technology could affect certain services.
- Loss of key dealer or referral relationships could affect revenue.
- As with any specialist technical business, maintaining appropriately skilled personnel is important to continued service quality

What is the reason for the sale?

The owner's core business has expanded and now requires his full-time attention. As a result, he is unable to devote the time and focus required to develop Keycon to its full potential.
The business is therefore being offered for sale to allow a new owner the opportunity to take over the established operation and focus on its continued growth.