business
for sale



BUSINESS REPORT

Date: **25th November 2026**
Business Reference:**37972**

About the Business:

Established Steel & Security Fabrication Company with Strong Market Demand

This automated steel and security product manufacturing business offers high quality, robotics driven production with strong demand across residential, commercial, industrial, and security markets. Known for precision engineering, reliable turnaround times, and durable fencing and steel solutions, the business maintains an excellent reputation supported by repeat clients and strong word of mouth referrals. Its

streamlined operations, skilled team, and diverse product range make it a robust, scalable opportunity for investors seeking a profitable manufacturing operation. With growing demand for security infrastructure and clear expansion potential, this business stands out as a top acquisition in the steel and fabrication sector.

Established Steel & Security Fabrication Company with Strong Market Demand



Sector: **Manufacturing**

Asking Price:

R 7,000,000

Monthly Profit:

R 179,967

Asset Value:
R 4,038,251

Stock Value:
R 150,000

Yearly Net Profit :
R 2,159,600

Business Report

How long has the business been established?

Since 2006

How does the business operate on a daily basis?

The business operates as a well-established steel manufacturing and security product producer, supported by a structured, robotics-enhanced production environment. Daily operations follow a streamlined schedule designed to maximise productivity while maintaining predictability and cost efficiency. The business operates Monday to Thursday from 07:30 to 16:30, and Fridays from 07:30 to 13:30, remaining closed on weekends and public holidays.
Daily Production Cycle
Each workday begins with coordinated production planning, where incoming orders are prioritised and allocated to the appropriate fabrication lines. The company utilises automated systems, including robotic welding and plasma cutting technology, to ensure precision, speed, and consistent product quality. This high level of automation reduces manual dependency while positioning the business as a competitive, efficient manufacturer within its sector.
Skilled fabrication staff support the automated systems with material preparation, finishing, assembly, and on-floor quality checks. Finished products undergo strict inspection before being cleared for dispatch, ensuring the company maintains its reputation for reliable, high-quality output.
Administrative and Customer Engagement
Alongside production, the administrative and sales teams manage quoting, customer communication, order scheduling, supplier coordination, and document handling. This creates a smooth operational flow from initial enquiry to final delivery. The business serves a broad customer base across residential, commercial, industrial, and specialized security sectors, contributing to diversified revenue streams and a stable customer pipeline.
Operational Strengths for a Buyer
The company's daily operations blend automation, trained personnel, and consistent workflow, resulting in:
- High output, low error manufacturing
- Strong operational predictability
- Reduced labour dependency due to robotics
- Wide product diversity and custom manufacturing capability
- A reputation for quality within high-demand sectors

These operational strengths make the business well positioned for scale, additional shifts, increased product lines, or regional expansion under new ownership.

How are the clients attracted to the business?

The business attracts clients primarily through its strong reputation for high quality manufacturing, where consistent workmanship and reliability naturally generate ongoing referrals. Word of mouth remains a dominant acquisition channel, particularly through established construction clients who regularly refer the business for new and repeat projects. A significant portion of revenue is also derived from repeat business, as existing customers return with additional or expanded orders.
In addition to these organic channels, the business actively tenders for work via a dedicated tender website, allowing it to secure larger contracts and access new opportunities. Online visibility is further supported by an established website and targeted digital advertising.

What Advertising/Marketing is carried out?

The business markets its products primarily through targeted social media advertising, which is used as a lead‑generation tool to attract new enquiries. A well‑established website supports these efforts by presenting the company's offerings, past work, and contact information, helping convert online interest into confirmed orders.

Does the business have any contract work?

Yes, larger projects are typically governed by formal contracts once the work has been secured, particularly where the client is a major construction company, industrial operator, or corporate entity. These contracts are usually put in place by the client and define scope, pricing, timelines, and delivery terms.
For smaller projects or work not covered by a formal contract, the business mitigates risk by requiring a 75% deposit prior to commencing production, with the balance payable on completion or delivery.

How could the profitability of the business be improved?

Profitability can be improved by expanding production capacity, especially since the business currently operates within limited manufacturing hours. Introducing extended hours or an additional shift would increase output without major increases in fixed costs. The business could also enhance its margins by diversifying into higher value product lines. Strengthening its digital marketing efforts—building on the existing reputation-driven client acquisition and the active Google Ads campaign—could further drive targeted enquiries and improve lead quality.

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

The business is supported by a skilled operational team of 24 staff members, comprising production personnel such as labourers, welders, painters, boilermakers, and installers. A foreman oversees day-to-day production and workflow, while administrative staff handle office functions, customer communication, and general administration.

Do any have management potential?

Yes the foreman.

How involved is the Owner in running the business?

The owner is involved on a daily basis.

When does the current lease end?

The owner owns the building and a new lease agreement will be drafted.

What are the trading hours?

Mon–Thu: 07:30–16:30
Fri: 07:30–13:30
Sat/Sun/Public Holidays: Closed

What are the main assets of the business?

Welding & Punching Robot.
Cutting Robot.
Crumatic Press 40 tons.
Additional robot spares.
Roll Machine (two sets of rollers).
A very comprehensive asset list is available and will be shared with serious and qualifying buyers.

Strengths?

• Automated Production Environment - The business leverages robotic welding, robotic plasma cutting, and other automated systems, resulting in high output, consistent quality, and reduced reliance on manual labour.
• Structured and Predictable Daily Workflow - Operating hours are clearly defined and well-regulated, enabling predictable production planning and stable cost management.
• Diverse Product Capability - The company manufactures a wide range of steel and security related products, including custom-made solutions, which broadens its market reach and allows it to serve multiple industries.
• Strong Quality Control Processes - Each product undergoes rigorous inspection before dispatch, supporting the company's reputation for reliability and consistently high-quality output.
• Balanced Team Structure - A combination of skilled fabrication staff and an efficient administrative/sales team enables smooth coordination from initial enquiry to final delivery.

Weaknesses?

• Limited Operating Hours for a Manufacturing Environment - A single shift operation restricts maximum output and may limit fulfilment of high-volume orders during peak demand periods.
• Customer-Facing Capacity Dependent on Small Admin Team - With a focused administrative team, spikes in customer enquiries or large tenders could strain internal capacity without expanding staff.

Opportunities?

• Growing Demand for Security Infrastructure - Increasing security needs across residential, industrial, and corporate markets create opportunities for rapid growth in fencing and steel security products.
• Product Line Expansion - Leveraging existing robotic capabilities, the company can diversify into additional steel components, modular structures, or specialized high security solutions.
• Scaling Through Additional Shifts - Introducing a second shift or extended hours could significantly increase manufacturing capacity and revenue without proportionally increasing fixed costs

Threats?

• Dependence on Machinery & Automation Systems - Equipment breakdowns could disrupt production significantly unless preventive maintenance and redundancy are prioritised.
• Labour Market Risks - Even with automation, high-quality fabrication still requires trained personnel; shortages could limit operational stability.

What is the reason for the sale?

The owner and his wife wish to retire.

Why is this a good business?

This business represents a strong acquisition opportunity due to its highly automated, robotics-driven production environment, which ensures consistent quality and efficient output. Its diversified product offering serves multiple sectors, creating stable and repeatable demand. A solid reputation for reliability drives continual word-of-mouth referrals and repeat business from long-standing clients. The structured workflow and experienced team make day-to-day operations smooth and predictable for a new owner.
With clear opportunities to scale through extended operating hours, increased production capacity, and further product line expansion, this business offers both immediate returns and long-term growth potential for a new owner.