

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **4th February 2026**  
Business Reference: **37462**

About the Business:

## **Ideal Business for single owner - work from home - Cape Town**

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This amazing little business is operating in the Northern Suburbs of Cape Town. They specialize in carpet- and upholstery cleaning.

# Ideal Business for single owner - work from home - Cape Town



Sector: **Services**

Asking Price:

R **1,047,000**

Monthly Profit:

R **34,942**

Asset Value:  
R **173,000**

Stock Value:  
R **3,000**

Yearly Net Profit :  
R **419,308**



# Business Report

## Fully describe the business's activities?

This amazing little business is operating in the Northern Suburbs of Cape Town.  
They specialize in carpet- and upholstery cleaning.

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

The owner deals with all components of the business and only hire in casuals when needed.

Complete daily bookings.  
Summer average 4-6 bookings per day  
Winter/low season 2-3 bookings per day

## What Advertising/Marketing is carried out?

Google ads

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

More advertising on google ads  
Employing another team - currently do have 2 machines

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

Owner operated  
Will get some help when doing offices or other big jobs

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

Fully

## When does the current lease end?

Work from home

## What are the main assets of the business?

Suzuki Super Carry 2023  
5 cleaning machines  
scrubbing machine  
chemicals  
industrial carpet fan

## Strengths?

### Strengths

- Owner-Operated Expertise: Hands-on experience by the owner ensures high-quality, consistent service.
- Eco-Friendly Practices: Uses environmentally safe chemicals, making services suitable for homes with children, pets, and allergy sufferers.
- Comprehensive Services: Offers a wide range of cleaning solutions including carpets, upholstery, mattresses, pet stains, flood damage, and ozone treatment.
- Customer-Centric Guarantees: 100% money-back guarantee if not satisfied, and discounts for Bitcoin payments show customer-first thinking.

## Weaknesses?

### Weaknesses

- Limited Scalability: Being owner-operated may limit the ability to scale or handle multiple large projects simultaneously.
- Online Presence: The website is informative but could benefit from more modern design, SEO optimization, and customer reviews to enhance credibility.
- Geographic Limitation: Services are focused on Cape Town and surrounding areas, limiting reach.

## Opportunities?

### Opportunities

- Digital Marketing Expansion: Scaling Google Ads, and social media could attract more clients.
- Partnerships with Real Estate or Hospitality: Collaborating with property managers or hotels could provide steady business.
- Subscription or Maintenance Plans: Offering regular cleaning packages could ensure recurring revenue.

## Threats?

### Threats

- High Competition: The cleaning industry in Cape Town is competitive with many similar service providers - service delivery is of utmost importance
- Economic Sensitivity: Cleaning services may be considered non-essential during economic downturns or during seasonal environments
- Technological Advancements: Competitors adopting newer, more efficient cleaning technologies could pose a threat.

## What is the reason for the sale?

Owner is moving