

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash bin.

# BUSINESS REPORT

Date: **6th December 2025**

Business Reference: **37777**

About the Business:

## Launch Your Own ONLINE Motor Bike Marketplace

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A fully developed, ready-to-launch South African motorbike marketplace built for private sellers and dealerships. With advanced listing tools and SafePay finance and escrow integration, this platform is primed to reshape the online bike trading space

# Launch Your Own ONLINE Motor Bike Marketplace



Sector: **Services**

Asking Price:

R **120,000**

Monthly Profit:

R **26,667**

Asset Value:

R **100,000**

Stock Value:

R **0**

Yearly Net Profit :

R **320,000**



# Business Report

## Fully describe the business's activities?

This business is a fully developed, ready-to-launch South African vehicle marketplace designed for private sellers and dealers. It combines advanced listing functionality, a modern brand, and integrated finance and escrow options via SafePay, creating a platform uniquely positioned in the local auto-trading ecosystem.

## How long has the business been established?

0 - This business has not yet been launched but can be activated within days, with full support and guidance from the current owner.

## How long has the owner had the business?

0 - The owner is willing to provide full support and mentoring to ensure the new owner's success, drawing on his experience launching similar businesses in other sectors.

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

This is a turnkey business-in-a-box for the automotive industry. It offers: Fully functional marketplace built on WordPress with HivePress Unlimited listings, finance integration, and SafePay escrow options Mobile-responsive, SEO-optimised design with WhatsApp integration Established, memorable domain name Clear, scalable monetisation model It's ideal for investors or entrepreneurs who want to acquire a finished, launch-ready online business with minimal setup time and strong upside potential.

## Strengths?

Fully developed and ready to launch: No development lead time or setup costs.  
Modern, scalable platform: Built with advanced listing functionality and user-friendly design.  
Integrated SafePay system: Offers finance and escrow options, building trust and security in transactions.  
Dual market focus: Serves both private sellers and dealerships, broadening revenue potential.  
Strong brand positioning: Memorable, domain-relevant name ideal for SEO and national recognition

## Weaknesses?

Not yet launched: No operational history, user base, or financial track record.

Requires marketing investment: Buyer will need to drive initial brand awareness and user acquisition.

Dependent on third-party payment integration: Any SafePay issues could affect operations.

Limited team or infrastructure: Initial setup may rely heavily on the new owner.

## Opportunities?

Growing online motorcycle sales trend in South Africa: Increasing consumer trust in digital transactions.

Untapped motorcycle and niche vehicle segments: Potential to expand beyond cars.

Dealer partnerships: Opportunity to offer subscription or premium listing models.

Advertising and finance partnerships: Revenue potential through insurance, finance, and aftermarket services.

Rapid scalability: Platform can easily adapt to other African markets.

## Threats?

Established competitors: Strong incumbents like AutoTrader and Cars.co.za dominate online visibility.

Consumer trust barriers: New marketplace brands must earn credibility.

Economic volatility: Motor Bike sales are sensitive to interest rate changes and consumer confidence.

## What is the reason for the sale?

The owner's resources are fully committed to another venture at present.