



BUSINESS REPORT

Date: **21st December 2025**

Business Reference: **37903**

About the Business:

A modern, plug-and-play car wash available after the owner's passing—ready for growth

Modern, fully equipped car wash and valet center for sale due to the owner's passing. The financial figures are projected for the next 12 months, and the business benefits from a prime location, trained staff, and a strong online presence, making it a turnkey opportunity with excellent growth prospects.

A modern, plug-and-play car wash available after the owner’s passing—ready for growth



Sector: **Services**

Asking Price:

R **650,000**

Monthly Profit:

R **144,935**

Asset Value:

R **405,734**

Stock Value:

R **0**

Yearly Net Profit :

R **1,739,223**



Business Report

Fully describe the business's activities?

A well positioned modern car wash and valet center located in high-demand automotive hub on the East Rand offering:

- Professional car washing, interior and exterior cleaning, and valet services.
- Additional treatments such as polishing, leather care, and glazing.
- Operations are supported by advanced equipment, a digital POS system, CCTV, and trained staff.

How does the business operate on a daily basis?

Each day, a team of trained staff delivers high-quality vehicle cleaning and detailing services using advanced equipment and consumables. Customers are served efficiently with digital payment systems and benefit from a secure, branded environment. Operational processes are streamlined for reliability and customer satisfaction, with all assets and systems in place for immediate and scalable business activity.

What Advertising/Marketing is carried out?

Facebook, TikTok and Google Business (4.8 rating).

What competition exists?

This car wash operates in a competitive environment, with several other car wash businesses serving the East Rand area. The local market includes both fixed-location and mobile car wash operators, many of which offer a range of services such as basic washes, full valets, and specialized treatments. Competitors often differentiate themselves through convenience, customer service, loyalty programs, and community engagement.

How could the profitability of the business be improved?

By launching the planned partnerships and loyalty program, expanding into high-margin services, increasing marketing efforts, and maintaining tight operational control, this car wash can significantly improve its profitability and realize the strong upside projected in its business sale proposal.

Do any have management potential?

The Seller is currently preparing one of the staff members to take on a supervisory role.

How involved is the Owner in running the business?

The business was originally co-founded and actively managed by two individuals (father and son), but due to the recent passing of one co-founder (father), the remaining director (the son) has chosen not to continue running the business. As a result, the business is being offered for sale, and all operational systems, staff, and management processes are already in place for a new owner to take over with minimal transition required.

When does the current lease end?

3-year lease ending 30 September 2028 (first option to renew).

What are the trading hours?

Monday - Sunday 08h00 - 17h00.

What are the main assets of the business?

Professional Equipment:

- Industrial 3-phase pressure washer.
- Two commercial vacuum cleaners.
- Full stock of chemicals and consumables.

Technology & Security:

- Online POS system with cellphone and tablet
- Full CCTV system with remote access
- Alarm system (remote arming/monitoring)
- MTN WiFi (800GB FUP + uncapped 60Mbps)
- Speedpoint card machine linked to business bank account
- Email hosting [Detroit Ca...r Proposal | Word]

Branding & Marketing:

- Flyers, business cards, loyalty cards (printed and ready for use).
- Facebook & TikTok accounts.
- Google Business listing.
- Business domain.

Operational Assets:

- Capitec business bank account.
- Full business insurance.
- Five trained staff members.
- 3-year lease with renewal option (lease deposit included).
- Company registration (fully transferable).

Other:

- All operational systems, contracts, and equipment.
- Social media, domain, and email accounts.
- All staff willing to remain with the business.

Strengths?

Prime Location: Situated in the automotive hub with high visibility and access to a large volume of daily vehicle traffic.

Modern, Fully Equipped Facility: All equipment, technology, and branding assets are new and professionally installed, enabling immediate operation.

Strong Online Presence: Active, social media accounts, and a high Google Business rating (4.8) help attract and retain customers.

Trained Staff and Operational Systems: Experienced team and established processes ensure smooth daily operations.

Comprehensive Asset Package: Sale includes all assets, lease deposit, business accounts, and insurance, providing a true “plug-and-play” opportunity.

Weaknesses?

Start-up Stage: The business is newly established and has not yet reached full operational capacity or proven long-term profitability.

Limited Financial Track Record: No formal balance sheet or income statements are available; only forecasted financials are provided.

Growth Initiatives Unlaunched: Several planned revenue streams and marketing campaigns have not yet been implemented.

Opportunities?

Partnerships: Finalizing collaborations with the adjacent Engen fuel station, car rental agencies, fleets, and dealerships could drive significant new business.

Loyalty Program: Launching the ready-to-go loyalty card system can boost repeat business and customer retention.

Service Expansion: Adding high-margin services (e.g., windscreen repairs, headlight restoration, polishing, odor removal) in the valet center can increase average transaction value.

Marketing & Awareness: Targeted social media campaigns, Google Maps optimization, and local promotions can enhance visibility and attract new customers.

Market Growth: The area’s high density of car rental companies, fleets, and dealerships provides a large, untapped customer base.

Threats?

Competitive Market: The East Rand area has several established car wash businesses, both fixed-location and mobile, offering similar services.

Seasonal Demand Fluctuations: Car wash businesses are subject to seasonal trends and weather-related dips in demand.

Economic Factors: Changes in local economic conditions, fuel prices, or consumer spending could impact discretionary services like car washes.

Transition Risks: The change in ownership and management could disrupt operations if not managed smoothly.

What is the reason for the sale?

The sale of the business follows the unfortunate passing of one of its co-founders. The remaining director, who is the co-founder's son, has decided not to continue with operations. As a result, this presents a unique chance for a new owner to acquire a fully established business that offers significant growth potential.