

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: **6th February 2026**  
Business Reference: **35774**

About the Business:

## **Cash-Generative Cleaning Services Business – Low Overheads**

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Well-established cleaning services business servicing corporate and residential clients in Johannesburg's northern suburbs. Operates with low overheads, consistent demand, and strong monthly cash generation.

# Cash-Generative Cleaning Services Business – Low Overheads



Sector: **Services**

Asking Price:

R **2,350,000**

Monthly Profit:

R **82,642**

Asset Value:  
R **1,028,547**

Stock Value:  
R **100,000**

Yearly Net Profit :  
R **991,702**



# Business Report

## Fully describe the business's activities?

The business provides professional cleaning services to both corporate and residential clients within the Northern suburbs of Johannesburg. Services are rendered across multiple client sites and are managed on a job-by-job basis.

The business operates from the current owner's home, with one secure storage unit used to store cleaning equipment overnight. One vehicle is utilised to transport staff and equipment between job sites. A new owner would require similar home-based storage and vehicle parking facilities or alternatively could transition the operation to a small commercial premises if preferred.

The day-to-day cleaning operations are handled by two permanent staff members who service all client sites. The owner's involvement is primarily supervisory, consisting of selective site visits on certain jobs, quality control oversight, and client relationship management.

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

The business operates with two vehicles and three permanent staff members who manage the day-to-day service delivery. During periods of increased workload, the owner utilises a preferred list of experienced temporary workers to scale operations efficiently as required.

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

Profitability can be improved by expanding operational capacity through the addition of an extra vehicle and cleaning team, allowing the business to service a higher volume of jobs per month. Demand has increased to a level where this expansion was planned by the owner, indicating clear potential for revenue growth with limited incremental overheads.

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

100%

## When does the current lease end?

The business doesn't have a business premises, it operates from the owner's residence.

## Strengths?

Established cleaning services business with a proven operating history and stable client base in the Northern suburbs of Johannesburg.

Consistent year-round demand, resulting in predictable monthly cash flows.

Lean operating model with low fixed overheads, as the business operates from home with minimal premises costs.

Day-to-day service delivery handled by three permanent staff members, reducing operational dependency on the owner.

Ability to scale operations efficiently through a preferred pool of experienced temporary workers during peak demand periods.

## Weaknesses?

No formal long-term service contracts in place, with work secured on a job-by-job basis.

Competitive market with relatively low barriers to entry.

Some ongoing owner involvement required for quality control, site visits, and client relationship management

## Opportunities?

Expansion by adding additional cleaning teams and vehicles to service a wider geographic area.

Introduction of fixed-term or recurring service agreements to improve revenue visibility.

Increased digital marketing spend (Google Ads, SEO, social media) to supplement referral-based lead generation.

Upselling additional services to the existing client database to increase average revenue per client.

## Threats?

Rising fuel and operating costs impacting margins.

Labour availability risks during peak periods if temporary staff are not secured timeously.

Power outages or access restrictions at client premises that may delay service delivery.

Increased competition from new entrants in the cleaning services market.

## What is the reason for the sale?

The owner has recently received immigration approval and will be relocating to New Zealand, which has prompted the decision to sell the business