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Business Reference:**38151**

About the Business:

## **Well established 20 year old laundry with 3 outlets in Pretoria**

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A 3 site, well-established laundry offering dry cleaning and laundry services in Pretoria's eastern/southern suburban nodes .

# Well established 20 year old laundry with 3 outlets in Pretoria



Sector: **Services**

Asking Price:

**R 3,945,000**

Monthly Profit:

**R 100,258**

Asset Value:

**R 2,400,000**

Stock Value:

**R 50,000**

Yearly Net Profit :

**R 1,203,097**



# Business Report

## Fully describe the business's activities?

This business provides professional laundry and dry-cleaning services, with a broad service mix that extends beyond standard garments into value-added categories such as shoe repair, tailoring, wedding dresses, curtain cleaning, and carpet cleaning—creating multiple revenue touchpoints from the same customer base. The business has 3 locations that feed onto each other with a Manager overseeing the operations.

## How long has the business been established?

The business has been operating for over 20 years and the existing owners purchased in 2015.

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

The online presence reviews the business as one with convenience, professionalism, eco-friendly processes, efficiency, effectiveness, and hygiene-focused garment care, supported by a service ethos that “the customer is king.”

There is a Manager in place that runs the businesses.

The business has 3 outlets across key retail nodes in Shopping Centres, main roads and in a well Gateway Centre.

Hours of operation

Operating Hours: Mon–Fri 08:00–17:00, Sat 08:00–13:00, Sun/Public Holidays closed (as per shopping-center listing).

Daily operations are typical of a professional garment-care model: customer drop-offs and collections, sorting and tagging, cleaning/pressing/finishing, quality checks, and customer handover—supported by convenient trading hours aligned with retail foot traffic.

The niche of one of the outlets are that they have dry-cleaning machines of which the barrier to entry is high.

## What Advertising/Marketing is carried out?

Public presence includes:

- A shopping-centre tenant listing (high-intent local search visibility).
- Listings on business directories that display contact details and operating hours.
- A listing on CleanCloud showing “Order Online” style placement and visibility alongside other local service providers.
- A publicly linked Facebook presence referenced in search results and directory pages.

## What competition exists?

There are multiple smaller laundries but not a lot of them offer the dry-cleaning services

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

Because the business is already visible across retail nodes and online platforms, profitability upside can come from tight execution and smart marketing, such as:

- Service-time certainty & customer communication (reduces complaints and increases repeat usage).
- Reputation flywheel: proactive review requests and responsive customer service—important where public reviews show a mix of experiences.
- Maximizing online ordering visibility via other listing and converting convenience into repeat subscriptions (e.g., corporate shirts, weekly household laundry).

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

To be provided during DD

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

The owner is not involved at all.

## When does the current lease end?

There are still 3 years left on the existing leases but new leases will be signed.

## What are the main assets of the business?

Laundry equipment - assets lists are on file.

## Strengths?

### STRENGTHS

- Established local presence and brand recognition
- The business has been operating for many years in Pretoria's eastern and southern suburban nodes, with public sources referring to it as a well known household service provider in these areas. Longevity in a service business of this nature strongly supports customer trust, habitual use, and repeat trade.
- Multiple retail node footprint
- Public listings confirm more than one operating location, including a presence in a busy shopping centre environment. This provides excellent walk in exposure, convenience for customers, and natural defensive positioning against single site risk.
- Broad and diversified service offering
- Beyond standard garment cleaning, the business offers value added services such as alterations, shoe repair, specialty garment care, wedding dresses, curtains, and household textiles. This diversification increases average basket value and makes the business a "one stop garment care solution" for customers.
- Essential, non discretionary industry
- Laundry and dry cleaning are needs based services, not trend driven. Demand is resilient across economic cycles, particularly in urban and suburban areas with working professionals, families, schools, and event driven lifestyles such as Pretoria.

## Weaknesses?

- Inconsistent online customer sentiment
- Public review platforms show mixed customer feedback, with some complaints relating to turnaround times, communication, and quality consistency. While common in the industry, this highlights operational discipline as a key area requiring strong management oversight.
- Underdeveloped digital brand control
- While the business is visible across directories and platforms, its digital presence is largely passive (listings rather than active brand storytelling). There is limited evidence of structured digital marketing, reputation management, or customer engagement campaigns.
- Service execution dependency
- As with most garment care businesses, performance is highly dependent on staff execution, systems, and quality control. Without strong SOPs and supervision, service variability can quickly impact reputation and repeat business.

## Opportunities?

- Operational optimisation and margin uplift
- A buyer with strong systems can unlock value through :Tighter turnaround time control, Clear customer communication (SMS / WhatsApp updates), Improved quality checks before handover
- These are low capex, high impact improvements that directly affect customer retention and reviews :Active digital and local marketing
- The business already benefits from visibility on platforms such as shopping centre listings, directories, and online service aggregators. A buyer can significantly improve performance by:
  - 1) Actively managing online reviews
  - 2) Leveraging social media for promotions
  - 3) Introducing loyalty or subscription models
- This converts existing visibility into predictable repeat revenue.
- Pretoria demographic tailwinds
- Pretoria has a large professional, family, and student population, supporting steady demand for garment care, school uniforms, corporate wear, bedding, and event related cleaning. This demographic mix supports both volume and premium services.
- Bolt on expansion potential
- Given the fragmented nature of the local laundry market, there is opportunity for:
  - a) Additional pickup/delivery routes
  - b) Small satellite drop off points
  - c) Corporate or residential service agreements
- These can be layered onto the existing operation without materially increasing fixed overheads.

## Threats?

- Highly competitive local market
- Pretoria hosts numerous independent laundries and dry cleaners, many competing on price and convenience. While this confirms demand, it places pressure on operators who lack differentiation or consistent service delivery.
- Price sensitivity in certain customer segments
- Household laundry services can be price competitive, especially during economic pressure. Without strong value perception or service differentiation, margin erosion can occur.
- Reputational risk from public platforms
- Because customers rely heavily on Google, Facebook, and directory reviews, unresolved complaints or poor response management can disproportionately affect enquiry flow. This risk is manageable but must be actively controlled.
- Operational cost pressures
- Rising costs related to labour, utilities, and consumables are an ongoing industry reality. Strong cost control, pricing discipline, and efficiency become increasingly important for maintaining margins.