

**business**  
for sale



Date: **23rd June 2026**

Business Reference:**35164**

About the Business:

## **Open for offers - Established Vehicle Related Business for Sale - 70% ROI**

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This business is established for numerous years and boasts a customer list in excess of 130 clients . Working from home, this business is netting R 58K per month on average, and is correctly priced to sell

# Open for offers - Established Vehicle Related Business for Sale - 70% ROI



Sector: **Services**

Asking Price:

**R 900,000**

Monthly Profit:

**R 59,842**

Asset Value:

**R 596,294**

Stock Value:

**R 0**

Yearly Net Profit :

**R 718,104**



# Business Report

## Fully describe the business's activities?

Mobile truck and trailer wheel alignment business operating from a coastal town in the Eastern Cape . The owner is monitoring the 2 teams and scheduling job-cards and visits to clients from his home office. Established in 2016, it offers on-site services that reduce downtime and extend tyre life for fleet operators.

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

The business is managed remotely by the owner, who coordinates daily operations from home using a combination of radio, tracker, and mobile phone communication. Each mobile unit is GPS-tracked and operated by a technician team, with vehicles securely stored overnight at staff residences under roof and lock-up conditions. Staff are remunerated on a basic salary plus commission structure, incentivizing performance and reliability. Jobs are booked via phone or WhatsApp, primarily from repeat fleet clients. Technicians travel to client sites with fully equipped service vehicles, performing on-site alignments and providing basic tyre wear advice. Equipment is checked daily, and all invoicing and follow-ups are handled digitally for efficiency.

## How are the clients attracted to the business?

- Word-of-Mouth Referrals – Most clients come through trusted industry networks, especially in logistics and mining sectors
- Repeat Business – Fleet operators rely on consistent service, leading to ongoing work without formal marketing
- On-Site Convenience – The mobile nature of the service is a strong draw, reducing downtime and workshop visits
- Reputation for Reliability – Known for accurate alignments and tyre-saving results, which builds long-term trust

## What Advertising/Marketing is carried out?

- Word-of-Mouth Referrals – The primary source of new business, driven by reputation and repeat client recommendations
- Direct Client Communication – Bookings and updates handled via phone and WhatsApp, maintaining strong personal relationships
- No Formal Advertising Channels – The business does not currently use digital platforms, print ads, or social media marketing

## Does the business have any contract work?

The business does not operate on formal contracts but is a preferred service provider to several repeat clients in logistics, mining, and transport. (can rather be called "service agreements")  
Its reputation for reliability and mobile convenience ensures consistent demand and strong word-of-mouth referrals.

## What competition exists?

- No known direct "mobile" truck alignment competitor in this coastal area
- Most mobile providers operate from Gauteng or the Vaal Triangle, serving broader regions
- Local tyre fitment centres focus on passenger and light commercial vehicles
- Mechanical workshops may offer truck alignment but only at fixed locations, limiting convenience for fleet clients

## What are the seasonal trends?

The business maintains consistent turnover throughout the year, with no significant seasonal fluctuations. Operations pause annually from 15 December until early January to accommodate the industry's typical holiday break.

## Why is wheel alignment important in the transport industry ?

Correct wheel alignment saves on fuel costs (up to 10%) and increases tyre life by up to 25%.  
Great selling point !

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

A good website and more aggressive door to door marketing.

- Expand service area to nearby transport hubs
- Group jobs by location to reduce travel costs
- Offer tiered service packages or fleet plans
- Upsell tyre diagnostics and preventative checks
- Boost visibility through basic digital marketing
- Explore licensing or franchising for regional growth

## What is the total staff complement?

The business operates with two mobile teams, each consisting of a driver and an assistant technician. This lean setup supports efficient service delivery across multiple client sites while keeping overheads low.

## Do any have management potential?

- Technicians are adequately trained and technically skilled
- Capable of performing mobile wheel alignments independently
- Not currently in management roles
- Show potential for supervisory development with proper support

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

- Owner manages scheduling, invoicing, and client communication from home
- Vehicles are linked to head office via radio, tracker, and mobile phone
- Real-time coordination enables efficient dispatch and service control
- Lean structure with strong oversight ensures client satisfaction

## From which premises does this business operate?

- Operates from the owner's home—no formal premises or rental commitments
- Service vehicles stored securely at technicians' residences
- Lock-up and under-cover protocols ensure vehicle safety and readiness
- Structure keeps overheads low and operations lean

## What are the main assets of the business?

- Fully Equipped Service Vehicles ( Ranger Single cab & Nissan NP200) – Each mobile unit includes calibrated wheel alignment systems, tools, and communication equipment
- Locally Manufactured Alignment Equipment – Durable, low-maintenance gear capable of handling caster, camber, and toe adjustments on trucks and trailers ( 1 x Haweka owned , 1 x leased )
- Client Base – Established relationships with repeat clients in logistics, mining, and transport sectors
- Brand Reputation – Recognized locally as a preferred service provider for mobile truck alignment
- Operational Systems – Integrated radio, tracker, and mobile phone setup linking vehicles to head office for real-time coordination

## Strengths?

- Mobile Model – Low overheads, high convenience, and no rental commitments
- Repeat Client Base – Trusted by logistics, mining, and transport operators
- Reliable Technicians – Skilled teams capable of independent service delivery
- Owner-Managed Efficiency – Streamlined admin and real-time vehicle coordination
- Consistent Turnover – Stable income year-round with minimal seasonal impact
- Preferred Provider Status – Strong reputation without needing formal contracts
- Scalable Setup – Easily expandable into nearby regions or via licensing

## Weaknesses?

- Owner-Dependent Admin – Administrative tasks rely solely on the owner, limiting scalability
- No Formal Contracts – Repeat clients are loyal but not contractually bound
- Limited Marketing Presence – No active digital or print advertising
- Small Team Structure – Two mobile teams limit service capacity during peak demand
- Geographic Focus – Operations are concentrated in one coastal town, with untapped nearby markets

## Opportunities?

- Regional Expansion – Extend services to nearby towns and transport corridors
- Fleet Maintenance Contracts – Formalize repeat work into service agreements
- Digital Marketing – Build visibility through a basic website and social media presence
- Franchise or Licensing Model – Replicate the mobile setup in other regions
- Value-Added Services – Offer suspension checks, tyre diagnostics, or printed alignment reports
- Partnerships – Collaborate with tyre dealers or transport depots for referral work

## Threats?

- Potential entry of mobile competitors
- Workshop upgrades offering similar services
- Equipment downtime risks
- Rising fuel and travel costs
- No formal client contracts

## What is the reason for the sale?

The Owner is emigrating SOON !

## Key selling points

- This business is a well established work-from-home model with low overheads
- \* Ideal ""retirement "" business
- Includes mobile alignment equipment, service vehicle, and loyal client base
- Serves logistics, mining, and transport sectors in a coastal town in the Eastern Cape
- Skilled technicians with secure vehicle storage and reliable service delivery
- Strong repeat business built on reputation and word-of-mouth
- Scalable growth potential through marketing, regional expansion, or franchising

## Buyer Profile

This business will suit a husband-and-wife team / family or another similar type of business that is looking to expand their current business footprint

Or a person / entrepreneur who is looking to become the master of their own destiny.

Full training and support will be provided by the seller to the new owner.