business
for sale



BUSINESS REPORT

Date: **1st November 2026**
Business Reference:**38200**

About the Business:

Profitable Multi-Service Salon in High-Traffic Retail Node

This is a well-positioned, income-generating beauty and wellness salon offering a strong combination of location advantage, recurring clientele, and diversified services. Operating within a busy retail hub, the business benefits from steady foot traffic alongside a loyal customer base that returns regularly for essential grooming and self-care treatments. Its turnkey nature, with trained staff and fully fitted facilities,

allows for seamless ownership transition and immediate cash flow. The operation is supported by multiple revenue streams and strong cross-selling opportunities, enhancing overall profitability. With clear avenues for growth through premium services, retail expansion, and targeted marketing, this represents a scalable and resilient opportunity in a high-demand sector.

Profitable Multi-Service Salon in High-Traffic Retail Node



Sector: **Services**

Asking Price:

R 2,170,000

Monthly Profit:

R 83,076

Asset Value:
R 0

Stock Value:
R 30,000

Yearly Net Profit :
R 996,906

Business Report

Fully describe the business's activities?

The business operates as a full-service beauty and wellness lounge offering nails, skincare, body treatments, and hair removal services.
It generates revenue through high-frequency grooming services supported by premium treatments and retail product sales.
The business serves a loyal base of repeat clients, focusing on convenience, quality, and a modern salon experience.
Operations include multiple treatment stations staffed by trained therapists, with strong cross-selling between services.
Overall, it functions as a diversified, recurring-income beauty hub with opportunities to scale through advanced treatments and retail expansion.
ESP system is in place.

How does the business operate on a daily basis?

The business opens daily with staff preparing treatment stations, sterilising tools, and confirming scheduled bookings.
Clients are served through a mix of pre-booked appointments and walk-ins across nails, skincare, and body treatments.
Therapists deliver services while continuously upselling add-ons and recommending retail products.
Daily operations include managing bookings, client service, stock usage, and maintaining hygiene standards.
The day typically closes with cash-up, reconciliation, cleaning, and preparation for the next trading day.

What Advertising/Marketing is carried out?

The business utilises social media marketing (primarily Facebook and Instagram) to showcase treatments, client results, and weekly specials.
It runs regular in-store promotions and discounts (e.g. weekday specials, combo packages) to drive foot traffic and repeat visits.
Word-of-mouth and client referrals are a key marketing driver, supported by consistent service quality.
High-visibility signage and location exposure within the centre attract walk-in customers.
Direct client engagement via WhatsApp bookings, reminders, and promotions helps maintain ongoing relationships and repeat business.

What competition exists?

Competing businesses include nearby nail bars, beauty salons, and spa lounges in the area such as Sorbet, independent nail studios, and boutique beauty bars offering similar services.

How could the profitability of the business be improved?

Increase average spend per client: Introduce bundled packages (e.g. nails + facial), premium add-ons, and upselling of higher-margin treatments.
Expand retail sales: Actively promote skincare and beauty products to boost high-margin ancillary income.
Optimise staff productivity: Improve booking schedules, reduce idle time, and align therapist capacity with peak demand periods.
Introduce advanced treatments: Add higher-ticket services (e.g. laser, medical aesthetics) to enhance margins and positioning.
Strengthen client retention: Implement loyalty programmes, memberships, and rebooking incentives to increase repeat frequency.
Enhance digital marketing: Scale targeted social media campaigns and online booking to drive consistent client acquisition.
Cost control: Negotiate supplier pricing, manage consumables efficiently, and monitor wage-to-revenue ratios.

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

Available on request

Do any have management potential?

An excellent Manager is in Place with 8 years of Sorbet experience.

How involved is the Owner in running the business?

The owner is involved

When does the current lease end?

August 2027

What are the trading hours?

Monday to Friday 9h00 to 18h00
Saturday 9h00 to 17h00
Sunday and Public Holiday 9h00 to 15h00

What are the main assets of the business?

Chairs, massage beds, Tables, facial steamers etc. Asset register on request

Strengths?

The business is well-positioned in a high-traffic retail location, ensuring consistent walk-in traffic and strong local visibility.
It benefits from a diversified service offering across nails, skincare, and wellness, creating multiple income streams and repeat client visits.
A loyal customer base supported by quality service delivery and strong word-of-mouth referrals drives consistent and recurring revenue.

Weaknesses?

The business may be dependent on location-based foot traffic, making it vulnerable to fluctuations in centre performance or local competition.
It can also face staff turnover and service consistency challenges, which may impact client retention and overall customer experience.

Opportunities?

The business can expand its service offering into higher-margin treatments such as laser, advanced skincare, and aesthetic procedures to increase revenue per client.
There is strong potential to grow retail product sales and introduce membership or loyalty programmes, improving recurring income and client retention.
Enhanced digital marketing, online booking systems, and targeted promotions can significantly increase customer acquisition and optimise capacity utilisation.

Threats?

Intense local competition from nearby salons and national chains may place pressure on pricing, margins, and client retention.

What is the reason for the sale?

The owner has family responsibilities that need attention.