business
for sale

BUSINESS REPORT

Date: **18th August 2026**
Business Reference:**38381**

About the Business:

Women's Beauty Care

Skin care and Beauty treatments

Women's Beauty Care

Sector: **Services**

Asking Price:

N$ **1,500,000**

Monthly Profit:

N$ **44,600**

Asset Value:
N$ 621,104

Stock Value:
N$ 125,000

Yearly Net Profit :
N$ 356,800

Business Report

Fully describe the business's activities?

The business specialises in a wide range of aesthetics, beauty, and anti-ageing treatments, including chemical peels, dermal pen/collagen induction, permanent make-up (microblading, powder brows, lip colour), HIFU, plasma pen, RF skin tightening, slimming treatments, IPL hair removal, tattoo removal, dermaplaning, waxing, facials, and nail services.

How does the business operate on a daily basis?

Day-to-day trading is carried out by a permanent, professionally qualified team, fully able to deliver the complete treatment range without the owner present.
The owner is on-site approximately 4-5 days per month.

What Advertising/Marketing is carried out?

Organic social media activity, supplemented by some paid social advertising. Significant room exists to expand this further

What competition exists?

The main local competitors are the Strand Hotel Spa and the government-run Sea Side Hotel Spa.
Both operate as general spas rather than specialist aesthetics providers, so direct competition with the salon's advanced/niche treatment range is limited.

How could the profitability of the business be improved?

Free promotional exposure in the shopping centre's communal expo spaces, offered to tenants but not yet utilised
Expansion of the mobile treatment channel
Growth of social media marketing activity beyond current organic levels

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

Senior Therapist - Since Nov 2024 with current salary at N$3,500 + commission
Senior Therapist - Since Oct 2025 with salary of N$3,500 + commission
Therapist - Since Oct 2025 N$3,500 + commission
Receptionist - Appointed Jan 2026 with monthly salary N$5,500/month gross

Do any have management potential?

Yes. Two of the three therapists are senior and highly experienced, fully capable of running the salon's day-to-day operations independently.

How involved is the Owner in running the business?

Minimal. The owner is on-site approximately 4-5 days per month; the salon operates independently of her day-to-day presence.

When does the current lease end?

31 July 2027.

What are the trading hours?

Monday to Friday from 09:00 to19:00.
Saturday from 09:00 to 18:00.

What are the main assets of the business?

A full itemised fixed asset register (salon machines, salon equipment, furniture & fittings, office and computer equipment) plus current stock is available
Can be summarised as follow:

Category Value (N$, at cost)
Salon Machines 76,300
Salon Equipment 156,284
Furniture & Fittings 143,200
Office Equipment 11,000
Computer Equipment 8,519
Cell Phone 2,500
Subtotal — Fixed Assets 397,803
Stock - Retail (at cost) 96,087
Stock - Professional/Treatment (at cost) 110,212
Subtotal — Stock 206,299

TOTAL TANGIBLE ASSETS 604,102

Strengths?

25+ years of aesthetics industry expertise embedded in the business's systems and training
Broad, advanced treatment range with limited direct local competition for specialist services
Low owner-dependency.
All treatments delivered by permanent, experienced staff
Clean, fully reconciled trading history - five consecutive profitable months
No debtors, no bad debt risk
Strong, established shopping centre location
Clean asset register, no encumbrances

Weaknesses?

Lease renewal not guaranteed - landlord's sole discretion, currently being addressed directly with the landlord
Some client loyalty to the current owner, typical of the industry
Marketing activity currently underdeveloped relative to available opportunity

Opportunities?

Free tenant exposure in the mall's communal expo spaces - largely untapped
Expansion of the mobile treatment channel
Growth of social media marketing beyond current organic activity
Potential for a locally-present owner to further improve results

Threats?

General spa competition (limited direct overlap given the salon's specialist focus)
Lease renewal uncertainty (see Weaknesses)
Broader regional consumer spending conditions

What is the reason for the sale?

The owner relocated to Windhoek due to her husband's business commitments and has since established a new salon and training academy there.
Managing two salons across a significant distance has become operationally impractical, and the owner has chosen to focus her attention on the Windhoek operation.
The Swakopmund salon is a well-established, profitable, self-sufficient operation being sold to allow a dedicated new owner to give it the local attention it deserves.