business
for sale



BUSINESS REPORT

Date: **1st November 2026**
Business Reference:**37390**

About the Business:

Established Nursery School for Sale in Pretoria East Suburb

Profitable nursery school for sale in a high-demand residential area of Pretoria East. The business includes a neat, secure property and quality educational equipment. Consistent enrolment, loyal clientele, and a solid foundation for further growth. A great opportunity to step into a rewarding, well-run operation.

Established Nursery School for Sale in Pretoria East Suburb



Sector: **Services**

Asking Price:

R 6,500,000

Monthly Profit:

R 93,737

Asset Value:
R 3,150,000

Stock Value:
R 0

Yearly Net Profit :
R 1,124,842

Business Report

Fully describe the business's activities?

This well-established nursery school offers care, stimulation, and early childhood education for children aged 3 months to 5 years. The school currently has 81 enrolled children and provides a bilingual learning environment in both Afrikaans and English. It follows the ELDA curriculum and holds Bronze status with the Department of Education, reflecting that it is registered within the ECD registration process. Children are provided with nutritious meals daily, including breakfast, morning snacks, lunch, and afternoon snacks. The school operates from four well-equipped classrooms, each catering to a specific age group: a baby class for infants aged 3 to 18 months, a toddler class for children aged 18 to 24½ months, a class for children aged 24½ to 3½ years, and a final class for children aged 3½ to 5 years. These classrooms provide a safe, nurturing environment for age-appropriate learning and play.

How long has the business been established?

22 years

How long has the owner had the business?

9 years

How does the business operate on a daily basis?

The school operates from Monday to Friday, from 06:30 to 17:30. The owner personally opens the school each morning and oversees the daily operations, ensuring that the facility runs smoothly and maintains a high standard of care. The premises are well equipped with age-appropriate playgrounds, providing safe and stimulating outdoor spaces tailored to the needs of each age group.

How are the clients attracted to the business?

Mainly word of mouth.
The school is very well known.
Street-side advertising.
Facebook page.

What competition exists?

Various other nursery schools.

How could the profitability of the business be improved?

Introduce premium packages that include additional learning activities, such as STEM activities for toddlers. Host occasional parent workshops covering practical topics such as toddler discipline and developmental milestones. Invest in a professional website and active social media pages, with regular updates, parent testimonials, and photo highlights of school activities. Display marketing materials in nearby coffee shops, medical practices, and shopping centres to increase visibility within the surrounding community.

What is the total staff complement?

4 x Teachers
8 x Assistants
1 x kitchen
1 x cleaner
All teaching staff hold the necessary qualifications as required by relevant educational and regulatory authorities. Their credentials ensure compliance and uphold the high standards of care and early childhood education provided by the nursery school.

How involved is the Owner in running the business?

On a daily basis.

When does the current lease end?

The owners are the landlords. The school are being sold with the property

What are the trading hours?

Monday to Friday 6:30 - 17:30.

Do you require a licence?

The property is zoned 28: Special and the Health Certificate is in place, approving 93 children. A certificate allowing food preparation on the premises is also in place. The school is registered with the Department of Education and currently holds Bronze status. However, based on the zoning information provided, the property appears to require consent use or rezoning to formally authorise the nursery school use.

What are the main assets of the business?

The property and buildings.
All tangible and movable assets associated with the operation of the nursery school.
A comprehensive asset list will be made available to serious buyers upon request.

What is their overall condition?

The property and all associated assets are exceptionally well maintained, reflecting the owner's hands-on management style and attention to detail. The owner remains actively involved in the day-to-day operations, ensuring high standards across all aspects of the business.

Strengths?

Established, family-oriented suburb: The school is situated in a well-established residential area with many young families, creating a strong natural market for nursery school and early childhood education services.
Safe and quiet environment: The peaceful suburban setting is highly appealing to parents seeking a secure, calm, and child-friendly environment for their children.
Well-maintained facilities: The property and equipment are in excellent condition, contributing to a professional and nurturing learning environment while reducing the need for immediate capital expenditure by a new owner.
Experienced staff: The school benefits from long-serving, qualified educators who provide continuity of care, understand the children's needs, and have built trusted relationships within the school community.

Weaknesses?

Limited expansion space: limited room for physical expansion or playground development.

Opportunities?

Growing demand for quality early childhood education: Parents are increasingly seeking structured, stimulating environments for pre-schoolers.
Specialised Educational Programs - Introducing unique programs such as STEM-focused activities, or arts and music classes can differentiate the nursery school from others in the area.

Threats?

Economic pressure on parents: Rising costs of living may result in parents opting for cheaper or informal childcare options.

What is the reason for the sale?

The owners want to relocating to the Western Cape.

Why is this a good business?

This nursery school in the East of Pretoria presents a strong investment opportunity due to its prime location in a family-oriented suburb with consistent demand for early childhood education. The business offers stable, recurring income, has well-maintained facilities, and benefits from a trusted reputation within the community.