business
for sale



BUSINESS REPORT

Date: **2nd November 2026**
Business Reference:**36304**

About the Business:

This tattoo parlour in the northern suburbs of Johannesburg

An exceptional opportunity to acquire a professionally branded tattoo, piercing, and cosmetic tattoo studio in Johannesburg. This modern and highly regarded studio has established itself as a destination for clients seeking bespoke body art, cosmetic tattooing, professional piercings, and specialised aesthetic services. Built around creativity, professionalism, and strict hygiene standards, the business enjoys a strong

reputation and a loyal customer base.

This tattoo parlour in the northern suburbs of Johannesburg



Sector: **Services**

Asking Price:

R 513,000

Monthly Profit:

R 17,970

Asset Value:
R 68,000

Stock Value:
R 7,000

Yearly Net Profit :
R 215,638

Business Report

Fully describe the business's activities?

This business applies tattoos. perform piercings and laser tattoo removal from a premises in Sandton, on a main road with good visibility.

How does the business operate on a daily basis?

Clients either make bookings or walk in and enquire about having a tattoo or piercings done.

Professional Tattoo Studio
They are a professional tattoo studio. Their tattoo artists are highly skilled and experienced, and they will work with you to create a tattoo that you will love.

Unique Tattoo Designs
They specialise in creating unique and custom tattoo designs that are tailored to your individual style and personality. They work with you to create a tattoo that you will love for years to come.

Competitive Pricing
They believe everyone deserves to get the tattoo they want, regardless of their budget. That's why they offer affordable pricing on all of our tattoos, from small and simple designs to large and complex pieces.

What Advertising/Marketing is carried out?

Paid google ads; Paid Facebook ads; Paid Instagram Ads

What competition exists?

None in the surrounding area.

How could the profitability of the business be improved?

Retail Product Sales - Sell aftercare products, tattoo creams, jewellery, merchandise and branded apparel.
Digital Marketing and Content Creation - Showcase artist portfolios, tattoo transformations and client stories on social media to build a stronger national presence.
Strategic Partnerships - Collaborations with beauty salons, gyms, influencers, conventions and lifestyle brands could increase referrals.
Expand on number of artists

Do any have management potential?

Yes, to be discussed with a potential buyer

How involved is the Owner in running the business?

Almost everything is automated, and the seller check in on the artists, and monitor the bookings as well as the marketing.

When does the current lease end?

The lease expired, but the landlord is willing to renew

What are the trading hours?

Monday 10am to 5pm
Tuesday to Saturday 10am to 6pm
Public Holidays 10am to 2pm

What are the main assets of the business?

Shelves, counters and tattoo chairs, thermal printer and laser tattoo machine

Strengths?

1. Diverse Service Offering
Traditional tattoos
Body piercings
Permanent/cosmetic makeup
Tattoo removal services
2. Strong Brand Positioning
The concept creates a distinctive identity centred on transformation, creativity and self-expression.
Appeals to clients seeking a personalised experience rather than a purely transactional service.
3. Focus on Hygiene and Professional Standards
Emphasis on sterile procedures and strict hygiene protocols.
Important competitive advantage in an industry where safety and trust are major decision factors.
4. Custom Design Capability
Offers bespoke tattoo designs and consultation services.
Positions the studio as an artistic partner rather than a commodity provider

Weaknesses?

1. Reliance on Key Individuals
Loss of key personnel could affect reputation and client retention.
2. Service-Based Business Model
Revenue is largely dependent on artist availability and appointment capacity.
Scaling may require significant investment in additional skilled artists.
3. Relatively Young Brand
Studio established in 2022.
May have less market recognition than long-established tattoo studios.

Opportunities?

1. Growth in Tattoo and Body Art Culture
Increasing social acceptance of tattoos and body modifications creates a larger potential customer base.
2. Expansion of Cosmetic Tattoo Services
Growing demand for permanent makeup, microblading and related aesthetic treatments.
3. Retail Product Sales
Sell aftercare products, tattoo creams, jewellery, merchandise and branded apparel.
4. Digital Marketing and Content Creation
Showcase artist portfolios, tattoo transformations and client stories on social media to build a stronger national presence.
5. Strategic Partnerships
Collaborations with beauty salons, gyms, influencers, conventions and lifestyle brands could increase referrals.

Threats?

1. High Industry Competition
Numerous tattoo and piercing studios operate in Johannesburg and Gauteng.
2. Economic Pressure
Tattoos and cosmetic procedures are discretionary expenses that may decline during economic downturns.
3. Staff Retention Challenges
Skilled artists may move to competitors or establish independent studios.
4. Changing Consumer Trends
Fashion and tattoo trends evolve rapidly, requiring artists to continually adapt styles and techniques.

What is the reason for the sale?

Owner wants to focus on family

Owner willing to assist with Laser tattoo removal on an ad-hoc basis