business
for sale



BUSINESS REPORT

Date: **3rd November 2026**
Business Reference:**38122**

About the Business:

Turnkey day spa with proven earnings, strong brand presence, and repeat clientele.

Well‑run day spa with loyal clients, trained staff, and consistent earnings—ideal owner‑operator or investor opportunity.

Turnkey day spa with proven earnings, strong brand presence, and repeat clientele.



Sector: **Services**

Asking Price:

R 510,000

Monthly Profit:

R 21,145

Asset Value:
R 184,000

Stock Value:
R 20,000

Yearly Net Profit :
R 253,740

Business Report

Fully describe the business's activities?

The business operates as a full‑service beauty and wellness salon and provides a comprehensive range of personal care, grooming, and aesthetic treatments to a predominantly residential, middle‑ to upper‑income client base within the greater Johannesburg North area.
Core business activities include the rendering of professional beauty treatments, which typically encompass manicures and pedicures, nail enhancements, waxing, brow and lash treatments, facials, skincare services, massages, and related aesthetic services. Treatments are performed by trained beauty therapists in a retail salon environment designed for walk‑in and appointment‑based customers. Client acquisition is driven by repeat customers, location convenience within a busy neighbourhood shopping centre and direct contact methods.
Operations are conducted from leased retail premises and rely on a team of beauty therapists and support staff. The salon trades under set retail hours consistent with other shopping‑centre‑based personal care businesses and operates in compliance with standard health, hygiene, and safety requirements applicable to beauty and wellness establishments in South Africa

How does the business operate on a daily basis?

The business operates daily as a walk‑in and appointment‑based beauty salon, trading from a physical storefront. Clients book and receive personal care treatments on site, with services delivered directly by salon staff during standard shopping‑centre trading hours. The business generates revenue through the provision of beauty services to retail customers, supported by in‑person service delivery and booking platforms.

What Advertising/Marketing is carried out?

An independent marketing agent is used.

What competition exists?

There are several beauty salons in the surrounding areas

How could the profitability of the business be improved?

The profitability of the business could be improved by increasing average spend per client through service bundling, upselling premium treatments, and introducing retail beauty product sales. Improved utilisation of staff capacity (tighter appointment scheduling, peak‑time pricing, and extended hours during high‑demand periods) would raise revenue without materially increasing fixed costs. In addition, focused local marketing and client retention initiatives (loyalty programmes, repeat‑booking incentives, and pre‑booking before peak seasons) would improve repeat business and smooth cash flow.

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

2 years length of service for staff
All 11 of the staff members do pedicures, 6 nails techs, 2 waxing and facials (beauty therapist), 8 massage therapists

Do any have management potential?

Yes

How involved is the Owner in running the business?

Very involved..

When does the current lease end?

April 2027

What are the trading hours?

Monday to Friday 9h00 to 18h00
Saturadys 9h00 to 17h00
Sunday and public holidays 9h00 to 15h00

What are the main assets of the business?

Systems, equipment, and skilled staff

Strengths?

The business key strengths include its prime location within a busy neighbourhood shopping centre, which provides consistent walk‑in foot traffic. The business benefits from a simple, service‑based operating model with direct client interaction, allowing for predictable demand and repeat customers.

Weaknesses?

The business weaknesses include a high reliance on foot traffic and local demand, which can make turnover sensitive to seasonal fluctuations and nearby competition. In addition, as a service‑based business, revenue is constrained by staff availability and treatment capacity, limiting scalability without adding cost.

Opportunities?

It has opportunities to grow revenue by expanding its service offering, such as introducing bundled treatments, premium services, or complementary retail beauty products. Further opportunities exist in strengthening digital marketing and loyalty programmes to increase repeat visits and attract clients beyond immediate walk‑in traffic.

Threats?

The business faces threats from intense local competition from other beauty and personal care salons in nearby shopping centres and residential nodes, which can place pressure on pricing and client retention. The business is also exposed to economic downturns and reduced discretionary spending, as beauty services are non‑essential and sensitive to changes in consumer confidence.

What is the reason for the sale?

The owner is looking to downsize because of family commitments