business
for sale



BUSINESS REPORT

Date: **19th November 2026**
Business Reference:**38567**

About the Business:

Established Boutique Beauty & Wellness Salon with Exceptional Reputation

Step into ownership of a beautifully positioned boutique beauty salon that has earned the trust and loyalty of its clients through outstanding service, quality treatments, and a genuinely personalised customer experience. Unlike larger franchise salons, this business has built its reputation around creating a welcoming, relaxing environment where clients receive individual attention and consistently excellent

results. This approach has resulted in an impressive 4.8-star online rating and a client database of approximately 2,500 customers, giving a new owner an immediate competitive advantage. The business benefits from an established booking system, trained staff, proven operational processes, and a recognised local brand. Years of marketing investment and customer relationship building have created a strong foundation that would take considerable time and expense to replicate from scratch. A standout feature of the business is its boutique service offering, including a complimentary relaxation massage with every pedicure, helping to create a memorable customer experience that encourages repeat visits and referrals. The salon is ideally positioned for further growth. Opportunities exist to introduce additional high-demand aesthetic treatments, expand premium service offerings, increase customer spend per visit, and further leverage the extensive client database for repeat business and targeted marketing campaigns

Established Boutique Beauty & Wellness Salon with Exceptional Reputation



Sector: **Services**

Asking Price:

R 350,000

Monthly Profit:

R 21,264

Asset Value:
R 416,421

Stock Value:
R 0

Yearly Net Profit :
R 255,167

Business Report

Fully describe the business's activities?

STOCK NOT INCLUDED (Stock is excluded from the selling price and will be valued by stocktake on the date of transfer. The purchaser will pay for the stock separately in addition to the purchase price.)

A professionally operated beauty and wellness business based in the Helderberg area, providing a comprehensive range of personal care and salon services. The business offers beauty treatments, nail services, skincare treatments, and related wellness services tailored to the individual needs of clients.

Operations also include the retail of selected beauty and personal care products that complement the services provided. The business is focused on delivering high-quality treatments, excellent customer service, and a professional salon experience in a clean, welcoming, and client-focused environment.

The company serves individual clients seeking beauty, grooming, self-care, and wellness solutions and continually invests in staff development, professional products, and modern business systems to maintain high standards of service delivery.

How does the business operate on a daily basis?

The business operates from a dedicated salon premises in the Helderberg area, providing beauty, skincare, nail, and wellness services to clients by appointment and walk-in bookings where available. Daily operations include client consultations, treatment delivery, appointment management, product sales, customer service, hygiene and sanitation procedures, stock control, and general business administration. The business utilizes digital booking and payment systems to manage appointments and transactions efficiently while maintaining a strong focus on customer satisfaction, service quality, and professional standards

What Advertising/Marketing is carried out?

Clients are attracted through a combination of digital marketing, online booking platforms, social media engagement, customer referrals, and repeat business from a loyal client base. The business has built a strong reputation within the Helderberg community, supported by a high customer satisfaction rating and a substantial number of positive client reviews. Consistent service quality, word-of-mouth referrals, and an established online presence continue to generate new client enquiries and repeat bookings.

What competition exists?

The business operates in a competitive beauty and wellness market within the Helderberg area. Competition includes independent beauty salons, nail studios, skincare clinics, day spas, and franchise beauty service providers. The business differentiates itself through personalized client care, service quality, professional treatments, customer retention, positive client reviews, and a strong local reputation.

How could the profitability of the business be improved?

The profitability of the business can be improved through continued growth in the client base, increasing client retention and repeat bookings, expanding higher-margin beauty and wellness services, increasing retail product sales, optimizing staff productivity, and maintaining effective cost controls. Additional opportunities include targeted digital marketing initiatives, promotional campaigns, and maximizing appointment utilization during quieter periods.

Do any have management potential?

Yes. The beauty therapist has excellent management and leadership potential.

How involved is the Owner in running the business?

The business can function without me being physically present every day. I still monitor all sales, handle client communication and any complaints or follow-up calls, check daily cash withdrawals and sales, and manage stock orders. I am currently handing these administrative and management functions over further to the designated manager.

When does the current lease end?

The business has use of the current premises until the end of November 2026. After that, either new premises will need to be found or the lease will need to be renegotiated. The landlord has indicated that a new owner could apply for a new three-year lease, subject to the normal approval process.

What are the trading hours?

Normal trading hours are 09:00 to 18:00. The business was previously open seven days a week, with staff getting two days off per week on a rotating schedule. We later decided to close on Mondays and rotate the remaining days off among staff.

What are the main assets of the business?

Assets list is available

Strengths?

Established and growing customer database with repeat clientele.
Positive online ratings and customer reviews that enhance credibility and trust.
Strong reputation within the Helderberg area.
Owner-managed business with hands-on involvement and quality control.
Loyal customer base providing recurring revenue opportunities.

Weaknesses?

As a relatively young business established in 2024, the operation has a limited trading history and remains reliant on the owner's involvement. While the boutique model is a key strength, future growth may require additional resources, staffing, and marketing investment to further expand market reach and reduce owner dependency

Opportunities?

Grow the existing customer database through referral and loyalty programs.
Capitalise on strong online ratings and customer reviews to attract new clients.
Increase marketing efforts through social media and local advertising.
Expand service and product offerings to increase revenue streams.
Introduce online booking, ordering, or e-commerce capabilities where applicable.
Develop strategic partnerships with complementary businesses in the Helderberg area.
Secure recurring contract work to improve income stability.
Extend operating hours or add additional service capacity to meet growing demand.
Leverage the business's positive reputation to expand into neighbouring areas.
Implement targeted marketing campaigns to existing customers using the customer database.

Threats?

Competition from established businesses and new market entrants in the Helderberg area.
Changes in customer preferences and market trends.
Increasing online competition and aggressive digital marketing from competitors.
Seasonal fluctuations that could impact revenue during quieter periods.

What is the reason for the sale?

The decision to sell is primarily driven by personal health considerations and potential future immigration plans. The owner has built the business with dedication and passion; however, changing personal circumstances have made it increasingly difficult to maintain the desired level of involvement in the day\-to\-day operations.