



Date: **22nd November 2024**

Business Reference: **35878**

About the Business:

Baby Spa and Swim Gym For Sale

With a firm foundation in hydrotherapy, this is Pretoria's Premier Infant Aquatics Centre serving little one's from 2 weeks old to 2+ years of age..

Baby Spa and Swim Gym For Sale



Sector: **Services**

Asking Price:

R 680,000

Monthly Profit:

R 2,345

Asset Value:

R 247,855

Stock Value:

R 0

Yearly Net Profit :

R 28,141



Business Report

Fully describe the business's activities?

This business is a Premier Infant Aqua and spa facility

How does the business operate on a daily basis?

The owner has trained the staff so that the business can run without direct day to day supervision by the owner.

The staff run the day-to-day operations of the business with the owner performing an oversight function.

What Advertising/Marketing is carried out?

Website: through SEO.

Email marketing

Remarketing via WhatsApp with leaflets

Expos (Boobaloo & Baby Expo)

Referrals with pediatric nurses & pediatricians

Voucher drop-offs at baby stimulation classes

- Influencer campaigns

- Social Media - predominantly Instagram (we have over 9000 followers)

What competition exists?

There are a few competitors in this market, but not much as this is a relatively new field in SA.

How could the profitability of the business be improved?

By Franchising the Business - getting a larger footprint and greater awareness of the brand. more marketing.

Do any have management potential?

Yes, the owner has identified the staff member that should be trained in a management role.

How involved is the Owner in running the business?

The owner is not involved in the day-to-day running of the business, but rather fulfills a business development and marketing role. The owner also develops the training courses that the instructors use.

When does the current lease end?

2026

What are the trading hours?

They are not confined to specific trading hours as we are a destination store.

What are the main assets of the business?

The assets are made up of furniture, fixtures and equipment.

Strengths?

The business can run without direct supervision
Great training material which can also be used for franchising
It is easy to train and hire staff as they do not require lengthy qualifications
It is located in the right area
Systems and processes are in place and are being followed
A beautiful facility that the clients find appealing
SOPs and all HR agreements prepared and in place

Weaknesses?

Hydrotherapy is very new and not well-known, a lot of education is required

Opportunities?

Have a database of 1300+ for selling additional services
Have over 9000 followers on Instagram
Have a large content library of 300+ professionally taken photographs
The opportunity to franchise the business as all requirements have been met

Threats?

The economical climate, services are not cheap
Seasonality of the business

What is the reason for the sale?

The owner wants to return to her passion which is as a Tertiary Educator.