



BUSINESS REPORT

Date: **3rd October 2025**

Business Reference: **37668**

About the Business:

Online beauty equipment Supplier

A thriving and reputable online provider of professional salon and spa products, with a loyal customer base.

Online beauty equipment Supplier



Sector: **Services**

Asking Price:

R 1,200,000

Monthly Profit:

R 49,287

Asset Value:

R 41,194

Stock Value:

R 600,000

Yearly Net Profit :

R 591,441



Business Report

Fully describe the business's activities?

Online supplier of beauty equipment & products to the beauty industry. Physical outlet in the Upper Highway area for courier collections & local customer collections.

Walk-in customers account for 15% to 20% of sales whilst online customers account for 80% to 85% of sales.

How does the business operate on a daily basis?

Receive online orders, process invoices, pack orders, arrange courier collection. Process orders for walk-in customers. Order products to maintain adequate stock levels.

What Advertising/Marketing is carried out?

Google AdWords
Social media marketing
Email Campaigns

What competition exists?

Other online suppliers & international marketplaces.

How could the profitability of the business be improved?

This is a well-established online supplier of professional salon and spa products with a solid customer base and proven demand in the beauty industry. Whilst already profitable, the business presents significant opportunities for exponential growth through strategic marketing enhancements, product line expansion, and targeted service offerings, as follows:

Digital Marketing Potential

Google Ads, Audit & Optimization: The business is currently underutilizing its Google Ads campaigns. With professional auditing and correction of existing AdWords strategies—particularly around targeting, keywords, and bidding—the potential for dramatically increased visibility and customer acquisition is very high.

Expected Impact: Optimized ads will not only reduce wasted spend but also drive qualified leads, improve conversion rates, and significantly grow sales revenue.

Social Media Marketing

Specialist Engagement: Partnering with a social media marketing expert will unlock greater engagement across platforms like Instagram, Facebook, and TikTok. These channels are highly visual and perfectly suited to the salon and spa industry.

Expected Impact: Improved content, audience targeting, and influencer collaborations can create brand loyalty, boost online visibility, and expand reach to new customer segments.

Email Marketing

Untapped Potential: Currently, this business makes use of little to no structured email advertising campaigns. This represents a significant missed opportunity, as email remains one of the highest-ROI marketing channels for e-commerce businesses.

Expected Impact: With professional email strategy—including segmented mailing lists, promotional campaigns, and automated follow-ups—the business can nurture existing clients, recover abandoned carts, increase repeat purchases, and drive consistent sales growth.

Product Line Expansion

Salon Furniture & Equipment: There is consistent demand for salon furniture and equipment from the existing customer base, as well as frequent enquiries from new prospects.

Adding this category to the product offering will make this business a one-stop-shop for salons and spas, encouraging larger orders and stronger client retention.

International Expansion:

Potential to supply beyond current borders through cross-border eCommerce.

Hairdressing Equipment Division: Hairdressers represent a substantial and highly active portion of the beauty market.

Establishing a dedicated division for hairdressing equipment will meet a commonly sought-after need, attract a new customer segment, and strengthen the brand's positioning in the wider beauty industry.

Growth Opportunities for New Owner

By implementing the following strategies, the successful buyer will be well-positioned to rapidly scale this business:

- Exponential digital growth with targeted online advertising and professional social media management.
- Diversified product offerings through inclusion of salon furniture, equipment, and hairdressing supplies.
- Stronger brand authority by evolving from a product supplier to a comprehensive salon solutions provider.

How involved is the Owner in running the business?

The owner is involved on a full-time basis.

When does the current lease end?

Currently month to month.

What are the trading hours?

Online 24/7

Outlet store Mon-Fri 8am-2pm

What are the main assets of the business?

Website with approximately 2 045 registered users

Import Licence

x15 Powder coated 5 shelf metal shelves

Epson L565 A4 Colour Inkjet Multifunctional Printer

Strengths?

Established brand with a trusted reputation in the salon and spa industry.

Existing loyal customer base with repeat orders.

Approximately 2 045 registered users.

Wide range of professional beauty supplies already in stock.

Online business model with national reach.

Strong supplier relationships ensuring consistent product availability.

Scalable infrastructure (e-commerce platform, logistics processes already in place).

Weaknesses?

Limited current investment in digital marketing (Google Ads/social media not fully optimized/email marketing campaigns).

Lack of dedicated salon furniture and hairdressing equipment range (customers often seek this elsewhere).

Marketing efforts not yet maximized to reach younger/social-media-driven audiences.

Growth currently owner dependent.

Opportunities?

Digital Growth: Audit and optimization of Google Ads could dramatically increase traffic and conversions.

Social Media Expansion: Hiring a specialist could boost engagement, brand awareness, and sales.

Email Marketing: With next to no current email advertising campaigns, there is significant untapped potential. A structured strategy with segmented campaigns, promotions, and automation could drive repeat sales, recover carts, and nurture long-term client relationships.

Product Line Expansion: Introducing salon furniture, equipment, and hairdressing divisions can tap into high-demand categories.

Market Growth: Beauty and personal care industry continues to grow, with rising demand for professional products.

B2B Partnerships: Opportunities to build exclusive supply deals with salons/spas for recurring revenue.

International Expansion: Potential to supply beyond current borders through cross-border e-commerce.

Threats?

Competition from larger, well-funded suppliers or international marketplaces.

Price sensitivity in the industry — salons may switch suppliers for cheaper deals.

Economic downturns impacting salon/spa budgets.

Potential shipping/logistics disruptions that could affect stock and delivery times.

Shifts in beauty trends and customer preferences (requiring constant adaptation of stock).

What is the reason for the sale?

Emigration.