



# BUSINESS REPORT

Date: **17th May 2024**

Business Reference: **36304**

About the Business:

## Be an artist on someone's skin, tattoo business for sale

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This tattoo parlour recently relocated to the northern suburbs of Johannesburg and has seen increased sales. They do tattoos as well as permanent make-up. They have scope and space in increase revenue by getting in extra artists

# Be an artist on someone\'s skin, tattoo business for sale



Sector: **Services**

Asking Price:

R **273,000**

Monthly Profit:

R **11,649**

Asset Value:

R **68,745**

Stock Value:

R **7,000**

Yearly Net Profit :

R **139,782**



# Business Report

## Fully describe the business's activities?

This business does tattoos, piercings and permanent makeup, and laser tattoo removal from a store in a street mall in the North of Johannesburg

## 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 or permanent makeup applied

## 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?

Lower expenses, and add artists

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

Tattoo artist/ Piercing artist: Services tattoos and piercings; consultation; cleaning and reception on occasion

Owner: Permanent Makeup services; some piercings; reception; bookings; social media; cleaning all admin

Part time: Tattoos only

## Do any have management potential?

Yes 1 X full time artist

### How involved is the Owner in running the business?

The business is owner operated and managed.

### When does the current lease end?

2026

### What are the trading hours?

Monday to Saturday 10am to 5pm  
Sunday & Public Holidays 10am to 1pm

### What are the main assets of the business?

Shelves, counters and tattoo chairs

### Strengths?

Customer service  
Upselling retail apparel to clients  
Specialised skills / service  
Great mall and location  
Many customers from surrounding businesses

### Weaknesses?

Very little Marketing is done

### Opportunities?

Expand retail apparel offerings  
Create stronger brand and customise retail apparel  
There is also space to add other artists to the shop.

## Threats?

Another competitor opening close by

## What is the reason for the sale?

Owner wants to focus on family and providing training.

Owner is also available to still work in the business but doesn't want the burden of ownership