

**business**  
for sale



Date: **3rd July 2024**

Business Reference: **36752**

About the Business:

## **Exclusive Beauty Pageant Business Opportunity**

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Seize this unique chance to own a premier beauty pageant business renowned for its elegance and high standards. This business boasts a strong brand identity, loyal participant base, and multiple revenue streams, including sponsorships, ticket sales, and media rights. With a history of successful events and a reputation for excellence, this opportunity offers significant growth potential. The operation is supported by an experienced team, and a strategic market position. Ideal for investors looking to make a mark in the

glamorous pageant industry, this business is ready for continued success and expansion.

## Exclusive Beauty Pageant Business Opportunity



Sector: **Services**

Asking Price:

**R 4,300,000**

Monthly Profit:

**R 94,053**

Asset Value:

**R 2,315,953**

Stock Value:

**R 150,000**

Yearly Net Profit :

**R 1,128,639**



# Business Report

## How does the business operate on a daily basis?

Our staff control the daily operations, marketing and administration duties. Simultaneously, we also have a dedicated resource to finding sponsorship and collaboration partners.

## What Advertising/Marketing is carried out?

We utilise platforms such as social media (Instagram, Facebook, Tik Tok, our in-house publication (Grey Magazine) as well as a PR firm (Pulse Communications) that is used periodically.

## What competition exists?

Miss South Africa (Currently our biggest competitor)  
Mrs South Africa (We have the 2nd largest prize package in the country)

## How could the profitability of the business be improved?

With more contestants, sponsorship and international license opportunities.

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

From inception to date - Monique - Marketing and Administration Manager  
From inception to date - Zinzi - Operations and Administration Manager  
From 2023 - date - Roxanna - Interim CEO for Brand Sponsorships and Brand Collaborations

## Do any have management potential?

All staff are able to work independently and manage a full team as demonstrated during our events where we hire external staff for events that accommodate 500 - 1000 people.

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

Daily checkin for financial decision making however the business is able to run independently of me.

## When does the current lease end?

N/A

## What are the trading hours?

9:00am - 4:30pm.

## What are the main assets of the business?

1. Winner crown at R150,000.00
2. Trademarks
3. International License for Mrs.Universe

## Strengths?

1. We are the only pageant that focuses on female entrepreneurship and sustainable and successful business creation.
2. We have the ability to sell international director licenses.
3. Our prize package is 2nd to Miss South Africa
4. We are open to all women regardless of citizenship (Miss/Mrs South Africa can only be South African)
5. The above opens our doors to potential government funding opportunities
6. Our brand identity is solid
7. Our marketing strategy is solid

## Weaknesses?

1. We do not have the legacy of the longer-standing pageants.
2. We do not retain our contestants as that of the pageants that have been operational for longer.

## Opportunities?

1. We require additional financial sales opportunities.
2. Potential for government funding due to our mission and vision
3. Partner with bigger brands as well as brands that cater to the luxury market sector

## Threats?

1. Pageants that are a watered-down version and thus saturate the market with unprofessionalism
2. Mrs South Africa platform

## What is the reason for the sale?

The owner is a legal practitioner, and family commitments require her to step down.