



Date: **14th August 2024**
Business Reference: **36708**

About the Business:

Super Affordable Day Spa. JHB Northern Suburbs. Make the Move!

This Day Spa operates from lovely premises in the Northern Suburbs of Johannesburg. Plenty of secure parking for clients. Owner has had to relocate to another town and cannot oversee the business sufficiently and has therefore decided to sell.

Super Affordable Day Spa. JHB Northern Suburbs. Make the Move!



Sector: **Services**

Asking Price:

R 295,000

Monthly Profit:

R 11,563

Asset Value:

R 200,000

Stock Value:

R 0

Yearly Net Profit :

R 69,376



Business Report

Fully describe the business's activities?

The business operates as a Day Spa from lovely premises with plenty of secure parking and offers Swedish massages. Hot Stone massages and other rejuvenating treatments. A recently added service is that of a barber for male clients. The business offers numerous "SPECIALS" via its website.

How does the business operate on a daily basis?

The owner is not present in the business as he has had to relocate. He has staff members who open and close the business.

What Advertising/Marketing is carried out?

None of note. However, with a bit of Social Media marketing and also driving traffic to the website, this business will be transformed very quickly.

What percentage of the business is cash/credit?

The business accepts mainly debit and credit cards but there is a bit of cash as well.

What is the age analysis of the debtors book?

There are no debtors outstanding. Clients pay COD.

How could the profitability of the business be improved?

By doing some very basic Social Media marketing and Google Adwords to attract clients to the website the business could be transformed very quickly.

How involved is the Owner in running the business?

The owner has had to relocate to another town and is therefore not involved in the business on a daily basis. This is the reason for the sale.

Is there an option of renewal & what period?

Yes, there is an option for renewal of the lease.

What are the trading hours?

Monday to Sunday: 9.00 am to 8.00 pm.

What is the square meters of the business?

The business is located in lovely premises with ample secure parking for clients. There is also plenty of room for erecting marquee tents etc for corporate functions. There are many corporate businesses in the area which the services can be marketed to.

What are the main assets of the business?

The main assets are massage beds, reception furniture and recently added barber chair and equipment.

Which assets are on lease/HP and with whom?

All assets are fully paid for.

Strengths?

This business is ticking over with minimal input from the owner due to circumstances of him having relocated out of town. With some Social Media marketing and use of Google Adwords, the business will change positively very quickly.

Weaknesses?

The owner cannot oversee the business as he lives far away. The business needs some attention on the marketing and management side and then it will soar.

Opportunities?

Other services to be offered such as manicures and pedicure and other beauty regimes. The equipment is in place for these services.

Threats?

Normal economic conditions but the business has survived Covid and is ready to take off with a new, involved owner.

What is the reason for the sale?

The owner has had to relocate to another town and cannot oversee the business as he should.