

business
for sale



Date: **28th October 2024**
Business Reference: **36957**

About the Business:

A Multi-Faceted, Established and Profitable Beauty Salon for Sale in East Pretoria

This beauty salon is located in an area surrounded by multi-storied office blocks, a hotel and popular entertainment venue and offers facial, massage, pedicure and manicure, nail, waxing, eyelash extension and make-up services to a loyal and growing customer base.

A Multi-Faceted, Established and Profitable Beauty Salon for Sale in East Pretoria



Sector: **Services**

Asking Price:

R 1,295,000

Monthly Profit:

R 54,829

Asset Value:
R 150,000

Stock Value:
R 100,000

Yearly Net Profit :
R 657,951



Business Report

Fully describe the business's activities?

The business is based in a well known commercial, hospitality and entertainment area within East Pretoria and is a hair and beauty salon that provides personalised facials, massages, pedicures and manicures, nails, waxing, eyelash extensions and make-up services to its loyal clients.

How does the business operate on a daily basis?

The salon operates from 9.00 to 18.00 from Tuesday to Friday and from 9.00 to 15.00 on Saturday

What Advertising/Marketing is carried out?

Social Media Advertising

What competition exists?

There are other beauty salons in the area

How could the profitability of the business be improved?

Recruit additional staff and third party beauticians (to rent hair and nail stations)

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

The full time staff provide facials, massages, pedicures & manicures and nail services. Their length of service details are 4.5 years and 1.5 years'
The self- employed contract worker is a hairdresser

Do any have management potential?

No

How involved is the Owner in running the business?

The owner is involved on a daily basis

When does the current lease end?

31 January 2025

What are the trading hours?

Tuesday - Friday (9.00 to 18.00)

Saturday (9.00 to 15.00)

The salon is closed for two weeks over Christmas and & New Year and over the Easter weekend

What are the main assets of the business?

Salon-related equipment and furniture

Strengths?

Loyal customer-base

Experienced and committed staff

Weaknesses?

None identified

Opportunities?

Increase utilisation of beauty stations

Attract business from surrounding offices and hotel

Threats?

Competition in the area

What is the reason for the sale?

The owner has other business interests that she would like to concentrate on

Why is this a good business?

This is well established, profitable beauty salon with a loyal and growing customer-base and committed and competent beauty therapists. The salon has good growth potential and prospects too.