

**business**  
for sale



Date: **23rd November 2024**

Business Reference: **36957**

About the Business:

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

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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.