

business
for sale



Date: **4th December 2024**

Business Reference: **37012**

About the Business:

Award winning educational franchise

Established almost 20 years ago, this multi award winning educational group has grown to 130 franchises countrywide. The structured programme focuses on developing STEM skills with internationally recognised, and proven results. SEO Title

Award winning educational franchise



Sector: **Services**

Asking Price:

R 300,000

Monthly Profit:

R 43,434

Asset Value:

R 12,000

Stock Value:

R 0

Yearly Net Profit :

R 521,203



Business Report

Fully describe the business's activities?

The business provides extramural abacus math classes designed to enhance students' mental calculation skills and mathematical confidence. Classes are held at the branch, where students receive structured, hands-on instruction tailored to different age groups and skill levels. Key activities also include active marketing efforts to engage the community, increase enrollment and build brand visibility. Regular participation in school open days and local events further promotes the program, creating strong partnerships with schools and fostering community interest in the value of abacus-based learning.

How does the business operate on a daily basis?

Daily operations include managing student enrollments, scheduling, and parent communications, alongside preparing and presenting structured classes. Opening and closing routines ensure an organized, welcoming environment for both staff and students.

How are the clients attracted to the business?

Clients are attracted through targeted marketing efforts, including radio ads, local advertising, strong branding, and participation in school open days to engage directly with the community.

What Advertising/Marketing is carried out?

Advertising and marketing efforts include radio ads, distribution of pamphlets and active participation in school open days to connect with potential clients.

What competition exists?

There are similar other educational businesses, however, this programme is unique.

How could the profitability of the business be improved?

By expanding the number of classes offered, allowing for increased enrollment and maximizing the utilization of resources.

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

She has been with the company for five years. Currently, she teaches 50 learners, but has the capacity and expertise to handle a larger group, demonstrating her effectiveness.

Do any have management potential?

Yes

How involved is the Owner in running the business?

The owner is highly hands-on and actively involved in the daily operations of the business. However, with proper training for the employee in administration duties and the potential to take on additional classes, the owner could shift to a less involved role while still ensuring the business remains successful.

When does the current lease end?

The business would have to relocate.

What are the main assets of the business?

The actively enrolled learners x130.
Signage

Strengths?

This is a well known brand providing essential educational services. Excellent franchisor support. Repeat business year on year.

Weaknesses?

The business requires a hands on owner-operator for optimal profitability.

Opportunities?

With focused local marketing efforts, a number of opportunities exist to increase student enrolment and offer more classes.

Threats?

None perceived.

What is the reason for the sale?

After seven rewarding years with the company, five of which I have had the privilege of serving as franchisee, I believe the time is right to pursue a new direction. With my franchise contract now up for renewal, this transition presents an ideal moment to pass the torch to a motivated individual or team ready to build on the strong foundation established. This franchise offers a unique opportunity for growth and success within a supportive, well-established network.