



BUSINESS REPORT

Date: **4th May 2025**

Business Reference: **36928**

About the Business:

Agency Specializing in Au pair, Nanny and Domestic Placements - Established in Pretoria East

One of the leading placement agencies operating within the affluent Pretoria East.

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Sector: **Services**

Asking Price:

R **390,000**

Monthly Profit:

R **25,996**

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 311,954



Business Report

Fully describe the business's activities?

The business specializes in recruiting au pairs, nannies, in-house childcare providers, and domestic workers. Clients provide a brief outlining the services they need, after which the business creates a vacancy ad and posts it to their database of service providers. Service providers can apply by submitting their CVs to the business. The business conducts initial screenings, helps relevant applicants draft professional CVs, and then presents the suitable candidates to the client. Once the client indicates which candidates they wish to interview, the business schedules the appointments but does not attend the interviews. The client informs the business of the successful candidate and discusses the offer with the business. The business presents the offer to the service provider, and if accepted, prepares an acceptance letter for both parties to sign. The client is then invoiced for the services rendered. After payment is received, the business provides the client with the service provider's contact details, along with a contract template.

How does the business operate on a daily basis?

The owner operates the business from her home. She has an independent consultant who assists her daily and is based off-site. The consultant handles all operational tasks which include; screening service provider applications and adding them to the database. Screening and executing client enquiries. The owner manages all the social media profiles and marketing of the business. The owner also does all the invoicing.

What Advertising/Marketing is carried out?

Website.
Facebook - 10,000+ followers.
Instagram.

What competition exists?

There are similar agencies in the market.

How could the profitability of the business be improved?

Developing an app that would be used to connect the agency to customers and service providers.

What is the total staff complement?

1 x Independent consultant.

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

The independent consultant does everything except invoicing, Facebook and website construction.

How involved is the Owner in running the business?

The owner is involved on a daily basis. Having a capable assistant enables the owner to schedule her day to suit her needs.

When does the current lease end?

This is a work from home business. The independent consultant also works remotely.

What are the trading hours?

Mon - Fri 8:00 - 16:00

What are the main assets of the business?

The primary asset is the extensive database of customers and service providers, rather than the hardware. Significant time and resources have been dedicated to securing top-quality service providers and continually expanding the customer base, which is where the true value of the business lies.

Strengths?

1. Growing Demand for Quality Childcare:
 - Increased awareness among parents about the importance of quality childcare drives demand.
 - High birth rates and dual-income households create a consistent need for reliable childcare providers.
2. Diverse Market Needs:
 - Ability to cater to various needs, including nannies, au pairs, babysitters, and domestic workers, allows for a broad client base.
3. Personalized Service:
 - Ability to provide tailored recruitment solutions to match specific family needs and preferences.

Weaknesses?

1. Quality Control:

- Ensuring the consistent quality of candidates can be challenging.

Opportunities?

1. Technological Integration:

- Utilizing technology for candidate vetting, client management, and communication can streamline operations and improve efficiency.

2. Partnerships and Collaborations:

- Collaborating with educational institutions, parenting groups, and childcare centers can create new opportunities and expand reach.

3. Increased Focus on Early Childhood Development:

- Growing emphasis on early childhood education and development can lead to more demand for specialized childcare professionals.

4. Expansion into Niche Markets:

- Offering specialized services, such as bilingual caregivers or caregivers with specific training, can attract diverse client segments.

Threats?

1. Economic Instability:

- Economic downturns can affect family budgets and reduce the affordability of private childcare services.

What is the reason for the sale?

The owner has other business interests which she wants to grow.