

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **2nd August 2025**

Business Reference: **37106**

About the Business:

Established Pre-School for Sale – Unique Opportunity from a Deceased

Opportunity to own a Preschool

Established Pre-School for Sale – Unique Opportunity from a Deceased



Sector: **Services**

Asking Price:

R **1,900,000**

Monthly Profit:

R **24,710**

Asset Value:

R **2,730,000**

Stock Value:

R **10,000**

Yearly Net Profit :

R **296,518**



Business Report

Fully describe the business's activities?

Established in 1967, this well-regarded preschool has a long-standing reputation for excellence in early childhood education. Registered with both the Gauteng Education and Health Departments, the school provides exceptional care and education for children aged 3 months to 6 years. With a spacious, secure, and COVID-19-compliant environment, the preschool features modern facilities, a shaded playground, and a robust curriculum that includes cognitive development, computer skills, music, and brain gym activities.

Currently led by an Acting Principal with extensive industry experience, the preschool is supported by a team of professional and dedicated educators. Known for its individualized attention, high-quality resources, and affordable tuition, this preschool is a trusted choice in the community and an excellent investment opportunity for those passionate about early childhood education.

How does the business operate on a daily basis?

The preschool operates through a structured, yet flexible daily routine designed to support the developmental needs of young children. The day begins with welcoming children and ensuring a smooth transition from home to school. Activities are carefully planned to balance learning, play, and rest.

Morning sessions typically include circle time for group interaction, storytelling, and songs, followed by structured educational activities aligned with the curriculum. Children participate in hands-on learning, such as arts and crafts, cognitive games, and sensory play, fostering creativity and skill development.

Midday includes a healthy, nutritious meal or snack, followed by outdoor play in a secure playground to encourage physical activity and social interaction. Afternoon sessions focus on quieter activities, such as individual learning, puzzles, or naptime for younger children.

Staff conduct regular progress assessments, provide individual attention as needed, and ensure a safe, sanitized, and engaging environment throughout the day. The schedule may also include enrichment programs like music, computer skills, or special themed activities to further support holistic development.

Effective communication with parents is maintained through daily updates and regular feedback to ensure each child's growth and well-being.

How could the profitability of the business be improved?

With 37 students already enrolled for 2025 and 8 after-school program participants, they are on track to reach 50 enrolments before the school year begins. The facility is approved to accommodate up to 130 children, offering significant potential for expansion and increased revenue. This presents an incredible opportunity for new owners to grow the business and tap into the full capacity of this thriving preschool.

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

5 ECD Practitioners
2 Assistant ECD Practitioners
2 cooks
1 cleaning staff
1 Gardner

How involved is the Owner in running the business?

The current owner manages the business's financial operations but is primarily engaged in another occupation that demands their daily attention.

What are the trading hours?

6.00 a.m to 6.00 pm Monday to Friday

What are the main assets of the business?

Property
Vehicle
Computers
educational equipment
educational furniture

Strengths?

Established Reputation: Long-standing presence in the community with a proven track record of quality education and care.

Qualified Staff: Experienced, professional, and committed educators and support staff.

Comprehensive Curriculum: Holistic programs incorporating academics, arts, physical activities, and technology.

Safe and Modern Facilities: Secure, sanitized environment with high-tech educational resources and a spacious playground.

Regulatory Compliance: Registered with education and health authorities, ensuring adherence to industry standards.

Strong Parent Relationships: Transparent communication, regular progress reports, and community engagement.

Weaknesses?

Limited Marketing Efforts: Potential lack of visibility among new families or in growing areas.
Capacity Utilization: Under-enrollment compared to the facility's approved capacity.
Dependence on Owner: Operational or financial reliance on the current owner's involvement.
Seasonal Revenue Variability: Fluctuations in enrolment during holidays or off-peak seasons.

Opportunities?

Expansion Potential: Room to grow enrollment to full capacity.
Community Growth: Increasing demand due to new residential developments or population growth in the area.
Additional Services: Opportunities to offer after-school care, holiday programs, or specialized enrichment classes.
Digital Marketing: Enhancing online presence to attract tech-savvy parents.
Partnerships: Collaborations with local businesses, schools, or community programs to boost visibility and enrolment.

Threats?

Market Competition: Other preschools or childcare providers in the area offering similar services.
Economic Factors: Rising costs, economic downturns, or financial constraints affecting families' ability to afford tuition.
Regulatory Changes: New policies or standards that may increase operational costs or require additional compliance efforts.
Staff Turnover: Difficulty retaining skilled staff in a competitive market.

What is the reason for the sale?

The business is being sold due to the unfortunate passing of the current owner. The executor of the estate, acting on instructions from the beneficiaries, has been tasked with facilitating the sale of the preschool. This presents a unique opportunity for a new owner to build on the strong foundation and legacy established by the previous owner.