



# BUSINESS REPORT

Date: **17th September 2025**

Business Reference: **37710**

About the Business:

## KIDDIES SPA FOR SALE

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**URGENT SALE !!!** Own a one-of-a-kind business that combines children's wellness, grooming, and entertainment in a vibrant, family-friendly setting. This spa is dedicated to kids, offering fun and gentle spa treatments, hydrotherapy experiences, and a full suite of hair services in a safe and welcoming environment. The centre is also a popular venue for birthday parties and themed events, providing customised pamper packages that keep clients coming back while drawing in profitable group bookings.

It's a destination where children enjoy memorable experiences and parents trust the quality of care. With its strong brand appeal, wide service range, and growing demand for unique children's experiences, this business presents a fantastic opportunity for a buyer looking to step into a niche market with excellent growth potential.

## KIDDIES SPA FOR SALE



Sector: **Services**

Asking Price:

**R 720,000**

Monthly Profit:

**R 45,465**

Asset Value:

**R 460,208**

Stock Value:

**R 8,000**

Yearly Net Profit :

**R 545,577**



# Business Report

## Fully describe the business's activities?

This business operates as a specialised children's spa and pamper centre, offering a wide range of wellness, grooming, and entertainment services tailored specifically for kids.

### Core Services & Activities:

- Spa Treatments: Gentle, age-appropriate massages, manicures, pedicures, and facials designed to provide a fun and relaxing pamper experience for children.
- Hydrotherapy: Relaxing water-based treatments in a safe, child-friendly environment, introducing kids to the benefits of wellness from an early age.
- Hair Services: Complete range of hair care including cuts, styling, braiding, and treatments for all hair types.

### Events & Experiences:

- Party Hosting: Specially themed birthday parties, spa days, and group events where children and their friends can enjoy a unique and memorable pampering experience.
- Custom Packages: Tailor-made experiences combining treatments, refreshments, and entertainment to suit the occasion—whether it's a birthday, celebration, or just a fun day out.

### Business Appeal:

- The spa blends wellness, grooming, and entertainment into one destination, making it more than just a service provider.
- It creates a safe, vibrant, and fun environment for children while offering parents peace of mind.
- With its variety of treatments and party-hosting capabilities, the business attracts both individual clients and larger group bookings, ensuring consistent demand.

## How does the business operate on a daily basis?

The spa is open Tuesday to Sunday from 9:00 AM to 5:00 PM, including on public holidays, ensuring accessibility and convenience for families.

### Booking System & Client Flow

- The spa operates strictly by appointment, taking a maximum of 5 bookings per day.
- Each client (or group booking for parties) is allocated a dedicated time slot based on the treatments they have selected.
- This system ensures a private and relaxed experience for every guest, preventing overlap between clients and maintaining a calm atmosphere.

### Treatment Delivery

- A wide range of child-friendly spa and grooming treatments are provided, including massages, pedicures, manicures, facials, hydrotherapy, and hairstyling for all hair types.
- Treatments are carried out by trained staff who specialise in working with children, ensuring both safety and fun.
- For larger bookings such as parties, the spa team coordinates multiple activities, balancing relaxation and entertainment.

### Parties & Special Events

- The spa is also a popular venue for children's parties and pamper events, which are customised to the client's needs.
- Events typically combine spa treatments with themed activities, light catering, and photo opportunities, turning wellness into a memorable celebration.

### Customer Experience & Environment

- The spa places strong emphasis on personalised service and exclusivity, limiting the number of clients per day.
- The environment is designed to be vibrant yet calming, child-friendly, and welcoming to both kids and parents.
- Safety and hygiene are prioritised, with proper sanitation between appointments.

### Support Operations

- Daily operations include managing appointments, preparing treatment rooms, setting up party décor when needed, and ensuring all equipment and supplies are ready.
- Staff also manage communication with clients (confirming bookings, sharing treatment options, and providing aftercare advice).
- Financial transactions, stock management for spa products, and facility upkeep are part of the end-of-day routine.

## What Advertising/Marketing is carried out?

- Social media sponsored posts (WhatsApp, Facebook, Instagram, TikTok)
- Website
- Schools sporting events
- Distribution of flyers
- Word of Mouth
- Radio interviews
- Newspaper articles
- Google reviews
- Sponsoring schools events

### What competition exists?

This is a unique business with minimal competitors.

### How could the profitability of the business be improved?

- Daily hair clients and nails
- School sports massages
- Attract more waxing teenagers clients
- Attract more Formal Events makeup clients

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

1x Supervisor/Hair dresser /Massage therapist/ Nail technician/ Makeup artist  
1x Receptionist/Massage therapist/Nail technician  
3x Massage therapist/Nail technician  
3x Casuals/Massage therapist/Nail technician

### Do any have management potential?

Yes

### How involved is the Owner in running the business?

100%

### What are the trading hours?

9am to 5pm

### What are the main assets of the business?

Asset List Available.

## Strengths?

- Prime Location: Situated on one of the busiest main roads, ensuring high visibility and easy access.
- Proximity to Schools and Daycares: Strong potential customer base with parents seeking safe, fun, and convenient pampering experiences for their children.
- Near Shopping Centres: Parents can combine errands or shopping trips with spa visits, making the business a convenient choice.
- Unique Offering: A child-focused spa with treatments, hydrotherapy, and party hosting, which differentiates it from standard salons or spas.
- Exclusive Appointment Model: Limiting to 5 bookings per day enhances client privacy, creating a premium and personalised experience.

## Weaknesses?

- Limited Hair Service Uptake: Not attracting enough consistent hair clients compared to other treatments.
- Low Demand for Makeup Services: Especially for everyday use, with makeup mostly seasonal (events like matric dances).
- Small Capacity: With only 5 bookings per day, revenue is capped unless prices are adjusted or capacity is expanded.
- Niche Market: Focus on kids means the business may miss out on wider adult spa or beauty client opportunities.

## Opportunities?

- Expand Hair Services: Target parents and teens as well, to broaden the hair client base.
- Matric Dance & Event Makeup: Position as the go-to place for school event glam, adding seasonal spikes in revenue.
- Introduce Waxing Services: Cater to older teens and possibly parents, increasing the client pool beyond just kids.
- House Visits / Mobile Spa: Take treatments directly to clients' homes for parties, sleepovers, and special events.
- Partnerships with Schools & Daycares: Collaborate for birthday packages, wellness days, or end-of-term treats.
- Retail Opportunities: Sell spa products (kids-safe nail polish, skincare, hair accessories) to increase add-on sales.

## Threats?

- Competition from Similar Businesses: Other salons, spas, or kids-focused businesses in the area may attract the same target audience.
- Seasonal Demand: Certain treatments (like makeup for matric dances) are not year-round.
- Economic Pressure: In tough financial times, parents may cut back on luxury or non-essential services like spa treatments.
- New Entrants: The uniqueness of a kids' spa may attract copycats in the area.

## What is the reason for the sale?

Reallocating to the coast