

business
for sale



Date: **22nd February 2025**

Business Reference: **37144**

About the Business:

Luxury Skincare & Beauty Franchise for Sale – Exclusive Opportunity Prime Position in Pretoria

Step into the beauty industry with a well-established skincare franchise. Offering premium products, loyal clientele, and a proven business model. Perfect for driven entrepreneurs looking for growth and success. Don't miss this exceptional investment opportunity

Luxury Skincare & Beauty Franchise for Sale – Exclusive Opportunity Prime Position in Pretoria



Sector: **Services**

Asking Price:

R 3,300,000

Monthly Profit:

R 105,224

Asset Value:

R 902,500

Stock Value:

R 70,000

Yearly Net Profit :

R 1,262,682



Business Report

Fully describe the business's activities?

This premium franchised skincare and beauty salon specialises in advanced cosmeceutical products and aesthetic skin, hair, and body care services. Their offerings include a range of scientifically formulated skincare and haircare products tailored to various skin types and conditions. In addition to product lines, this salon provides comprehensive beauty treatments, encompassing hair, nails, skin, and body services. They aim to deliver a world-class experience, ensuring clients feel pampered and achieve exceptional results.

How does the business operate on a daily basis?

The salon operates as a full-service beauty and aesthetics clinic, offering specialized skin, hair, and body treatments alongside premium retail products. The day begins with setup and appointment preparations, followed by professional services such as facials, laser therapies, hair styling, and body treatments for pre-booked and walk-in clients. Therapists provide expert consultations and recommend the brand's cosmeceutical products to enhance long-term results. Throughout the day, stock management, quality control, and customer service are maintained to ensure smooth operations. The business thrives on repeat clientele, retail sales, and high service standards, making it a profitable and scalable investment opportunity.

How are the clients attracted to the business?

As a premium skincare and beauty salon they attract clients through a combination of digital marketing, personalized service, and strategic promotions. A strong online presence with social media engagement, targeted advertising, and search engine optimization ensures visibility to potential clients. Loyalty programs and referral incentives encourage repeat business, while first-time client promotions provide an easy entry point for new customers. Exceptional service, personalized consultations, and a luxurious atmosphere create a memorable experience that drives word-of-mouth marketing. Local partnerships, influencer collaborations, and corporate wellness packages further expand the customer base, while seasonal promotions and special event packages keep offerings fresh and appealing. Through these strategies, the salon maintains a steady flow of clientele and builds long-term customer relationships.

What Advertising/Marketing is carried out?

The brand employs a multifaceted marketing strategy to attract and retain clients. Their approach includes a strong online presence, loyalty programs, and strategic partnerships. They maintain an active online presence through their official website, which showcases their range of products and services, and through social media platforms where they engage with clients by sharing beauty tips, promotions, and updates. To encourage repeat business, they offer loyalty programs and referral incentives, rewarding clients for their continued patronage and for bringing in new customers. They also engage in local community events and collaborate with influencers to increase brand visibility and attract a broader audience. By combining these strategies, they effectively market their services and products to a diverse clientele.

What competition exists?

There are various competitors in the market.

How could the profitability of the business be improved?

Introducing laser treatments.

What is the total staff complement?

15 members of staff.

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

4 Hair Stylists .

A hair stylist's job is to cut, style, and colour hair, and to provide hair care advice to clients. They also sell hair products and stay on top of hair trends.

Stylist 1: 6.5 years.

Stylist 2: 3 years.

Stylist 3: 1.5 years.

Stylist 4: 1month

4 Hair Operators.

Hair operators perform various tasks in the salon, including greeting clients, preparing hair for services, and maintaining the salon. Shampooing and Conditioning hair at the wash bay.

Operator 1: 3 Years.

Operator 2: 3years.

Operator 3: 4 months.

Operator 4: 4 months.

4 Nail Technicians

Providing professional nail care services to clients, including cleaning, shaping, polishing nails, applying nail polish, and performing treatments like manicures and pedicures, while also assessing nail health and recommending appropriate care based on client needs and preferences; they must maintain a clean and sanitized workspace and adhere to hygiene standards.

Technician 1: 5 years

Technician 2: 1 year

Technician 3: 1 year

Technician 4: 1 year

Technician: 4: 1 year

3 Aesthetic Beauticians

Provides skincare services to clients, including facials, waxing, hair removal, body treatments, and sometimes makeup application, by assessing their skin condition and recommending appropriate treatments and products to enhance their appearance and skin health

Beauty 1: 4 years

Beauty 2: 3 years

Beauty 3: 2 years

How involved is the Owner in running the business?

Day to day involvement.

When does the current lease end?

2027

What are the trading hours?

Monday to Friday 09h00 - 18h00
Saturday 08h00 to 16h00
Sunday 09h00 - 12h30

What are the main assets of the business?

Shop Fitting - Facial Machines - pedicure stations - spa beds - stylist mirrors and trollies and many more. A comprehensive list will be provided to serious buyers.

Strengths?

Well-Established Business – Operating for seven years, the franchise has built a strong customer base and brand recognition.

Loyal Clientele – Repeat customers and word-of-mouth referrals contribute to consistent revenue.

Experienced Staff – Well-trained and knowledgeable employees ensure high service standards and client satisfaction.

Diverse Revenue Streams – A mix of skincare treatments, hair and nail services, and retail product sales enhance profitability.

Franchisor Support – Ongoing training, marketing assistance, and product innovation help maintain industry relevance.

Proven Operational Systems – Efficient daily operations with refined workflows and established supplier relationships.

Weaknesses?

None perceived.

Opportunities?

Expansion & New Services – Introducing advanced treatments (e.g., laser therapy, micro-needling) can attract new clients.

Strategic Partnerships – Collaborating with gyms, medical professionals, and wellness centres in the area can bring in new clientele.

Social Media & Influencer Marketing – Leveraging digital platforms to target younger demographics and increase visibility.

Threats?

Economic Pressures – Fluctuations in disposable income may lead clients to cut back on beauty and skincare expenses.

What is the reason for the sale?

After successfully running the business for several years and building a loyal customer base, the owner is looking to step back and explore new personal opportunities. This presents an excellent opportunity for a new owner to take over a well-established and thriving franchised business with strong growth potential.