



# BUSINESS REPORT

Date: **3rd July 2025**

Business Reference: **36306**

About the Business:

## Thriving Wellness & Slimming Franchise for Sale – East Pretoria

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A well-established slimming and wellness franchise is now available in East Pretoria. Specializing in weight loss, cellulite treatments, and personalized diet coaching, this business presents strong growth potential. Ideal for an entrepreneur looking to expand operations by increasing business hours and hiring additional therapists to drive further success.

# Thriving Wellness & Slimming Franchise for Sale – East Pretoria



Sector: **Services**

Asking Price:

R **550,000**

Monthly Profit:

R **40,107**

Asset Value:

R 250,000

Stock Value:

R 7,500

Yearly Net Profit :

R 481,288



# Business Report

## Fully describe the business's activities?

The business provides non-medical weight loss, wellness, and anti-aging skin treatments designed to enhance overall health and appearance. Services include personalized weight management programs, skin rejuvenation, and holistic wellness treatments. Operating on a franchise model, it offers training as part of the R20,000 franchise joining fee, ensuring consistency and quality across locations.

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

The business is now open five days a week, though the owner remains involved in another business. The current financial figures are based on the previous two-day-a-week operation, meaning a new owner who is fully dedicated has the potential to significantly improve financial performance. Daily operations include providing weight loss, wellness, and anti-aging skin treatments, managing appointments, and handling product sales.

## What Advertising/Marketing is carried out?

The business primarily markets itself through social media campaigns and Google AdWords, with the option to collaborate with influencers for increased brand visibility and client engagement.

## What competition exists?

The business faces typical competition within the weight loss, wellness, and anti-aging industry. However, the seller believes their approach stands out by offering a natural solution to clients, differentiating them from conventional alternatives.

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

Profitability could be improved through increased marketing efforts, leveraging influencers for greater brand exposure, and running targeted promotions to attract new clients and retain existing ones. Expanding operational hours or service offerings could also enhance revenue potential.

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

The assistant has been with the business for twelve years

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

Ful time

## When does the current lease end?

The current lease is on a month-to-month basis, with a strong relationship with the landlord. A new owner can negotiate a formal lease agreement for long-term stability.

## What are the trading hours?

The business operates Monday to Thursday from 08:00 to 18:00 and Fridays from 08:00 to 16:00. For the past three years, the seller operated only two days a week due to studying commitments, but for the last two months, the business has been running five days a week. The financials currently reflect the previous two-day-a-week operation.

## What are the main assets of the business?

A asset list is available

## Strengths?

- Well-established client base
- High demand for the business's services
- Prime location with strong customer accessibility
- Established brand with market recognition

## Weaknesses?

- Requires a dedicated owner to maximize its potential
- Previously operated only two days a week, limiting growth (now operating five days a week)
- Financial performance reflects past limited operating hours rather than full potential

## Opportunities?

- Fully operating five days a week allows for increased revenue
- Enhanced advertising and marketing efforts, including influencers and promotions
- Expansion into additional beauty services to attract a broader client base

## Threats?

None Identified

## What is the reason for the sale?

The seller is relocating and aims to expand the brand by establishing additional franchises.