

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

BUSINESS REPORT

Date: **2nd August 2025**

Business Reference: **37273**

About the Business:

Nurturing Young Minds – A Distinct Preschool Opportunity in Pretoria

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Sector: **Services**

Asking Price:

R 6,700,000

Monthly Profit:

R 32,088

Asset Value:

R 5,750,000

Stock Value:

R 120,000

Yearly Net Profit :

R 385,056



Business Report

Fully describe the business's activities?

The business has built a strong brand presence in the market, offering exceptional care and foundational education to children aged 3 months to 6 years.

With over a decade of operational history, the group is known for its high-quality curriculum, secure and nurturing environments, and loyal, long-standing parent community. The business benefits from experienced management, dedicated staff, and modern facilities that support holistic development and early learning excellence.

How does the business operate on a daily basis?

The school operates five days a week, providing full-day care and education for children aged 3 months to 6 years. Daily activities are guided by a structured curriculum that balances academic readiness, creative play, and social development. Qualified educators and support staff ensure a safe, nurturing environment, with a strong focus on individual attention and developmental milestones.

The school follows a well-established routine that includes learning sessions, outdoor play, meals, rest time, and enrichment activities. Centralised administrative support and standardised policies across the centres ensure consistency in quality, compliance, and parent engagement.

Strengths?

- Well-established reputation within the local community
- Convenient and secure location with high visibility and easy access
- Strong leadership and experienced teaching staff
- High-quality facilities tailored for early childhood development
- Loyal parent base with positive word-of-mouth referrals
- Alignment with the wider group's curriculum and operational standards

Weaknesses?

- Limited capacity for further physical expansion on-site
- Dependence on the surrounding residential population for enrolment
- Higher operating costs due to premium service delivery
- Potential staff turnover challenges in a competitive educator market

Opportunities?

- Potential to increase enrolment through targeted marketing and digital presence
- Introduction of aftercare or enrichment programmes to enhance revenue
- Leverage group-wide brand strength to further solidify reputation
- Partnerships with local businesses or housing estates for feeder enrolment

Threats?

- Increased competition from newer or lower-cost early education providers
- Economic pressures affecting household discretionary spending on private education
- Changes in local regulations or compliance requirements for ECD centres
- External disruptions (e.g., load shedding, public health issues) impacting operations