

**business**  
for sale



Date: **17th April 2025**  
Business Reference: **37229**

About the Business:

## **Garden Route Beauty & Wellness Studio**

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Stylish and fully equipped beauty studio located in a prime area, offering services such as skincare, lashes, brows, and nails. Well-established client base, sleek interior, and great growth potential. Ideal turnkey opportunity for beauty professionals or entrepreneurs.

# Garden Route Beauty & Wellness Studio



Sector: **Services**

Asking Price:

**R 573,715**

Monthly Profit:

**R 18,444**

Asset Value:

**R 221,223**

Stock Value:

**R 100,000**

Yearly Net Profit :

**R 221,322**



# Business Report

## Fully describe the business's activities?

This beauty salon offers a comprehensive range of beauty and wellness treatments functions as a structured yet client-focused business. Here's a breakdown of how such a salon typically operates day-to-day:

### 1. Opening & Setup (Morning Routine)

Staff arrives before opening to prepare treatment rooms and reception.

Tools are sterilized, products are restocked, and treatment stations (e.g., manicure table, facial bed) are sanitized.

A daily team briefing may be held to discuss appointments, special requests, or packages booked.

Walk-in availability and appointment gaps are reviewed.

### 2. Client Bookings & Reception

Clients are primarily booked via phone, online booking systems, or walk-ins.

Upon arrival, clients are welcomed at the reception.

### 3. Service Delivery

The salon provides the following treatments, each requiring trained staff and specific products or tools:

**Facials, Dermaplaning & Medical Peels:** Using Regim A and Kalahari (Franc Global) ranges, treatments are tailored per skin type, focusing on anti-aging, hydration, and skin rejuvenation.

**Manicures & Pedicures:** Nail technicians use Bio Sculpture products for natural nail care and gel overlays.

**Lash Extensions & Tinting:** Lashes are professionally applied with attention to lash health and eye safety.

**Teeth Whitening:** Aesthetic-grade Pure Smile products are used for safe and effective cosmetic whitening.

**Waxing & Massages:** Services include full-body or area-specific waxing and relaxation or deep tissue massages.

**Packages:** Clients often book combo treatments (e.g., facial + massage), especially for events or gift packages.

### 4. Retail Sales

Clients are encouraged to purchase homecare products (e.g., Regim A or Kalahari skincare) to extend treatment benefits.

Staff is trained to upsell based on the client's treatment plan and skin needs.

### 5. Hygiene & Compliance

All equipment and surfaces are sanitized between clients.

Staff follow health and safety protocols, especially with invasive treatments like peels or dermaplaning.

Waste is disposed of according to hygiene standards (e.g., sharps, biohazard materials).

### 6. Staff Roles

Therapists specialize in skincare, massage, and body treatments.

Nail Technicians handle hands, feet, and nail art.

Reception/Admin manages bookings, payments, stock, and customer queries.

All team members often cross-sell services and retail.

#### 7. Inventory Management

Products (like Bio Sculpture gels, skincare, etc.) are checked and reordered weekly or monthly.

Expiry dates and stock levels are monitored to ensure product availability and compliance.

#### 8. End-of-Day Procedures

Rooms are deep-cleaned and equipment sanitized.

Day-end reconciliation is done for payments (card, cash, online).

Appointments for the next day are reviewed, and confirmations may be sent.

Notes are made for client preferences or any treatment follow-up

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

Fully described hereinabove.

### What Advertising/Marketing is carried out?

The business employs a multi-channel marketing approach to attract and retain clients. A significant portion of new business is generated through word of mouth, highlighting the strong reputation and trust the business has built within its community and customer base. In addition to referrals, the business maintains an active website, providing essential information, showcasing products or services, and serving as a key touchpoint for prospective clients. Social media also plays a crucial role, with a Facebook presence used to engage with followers, share updates, promote offerings, and build brand awareness. Furthermore, the business leverages WhatsApp for direct communication, enabling quick responses to inquiries, personalized client engagement, and ongoing relationship management. This combination of digital tools and personal referral ensures a steady stream of client interest and supports long-term growth.

### What competition exists?

The beauty salon industry is vibrant and competitive, with several establishments offering a variety of services. These establishments contribute to a diverse and competitive beauty salon market, each offering unique services and experiences to cater to a broad clientele.

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

There is strong potential to improve the profitability of the business by introducing a hands-on, owner-operator who is physically involved in the day-to-day running of the spa. Unlike the current setup—where the seller is not actively involved due to other business interests—an owner-operator can drive performance by ensuring high service standards, improving staff accountability, reducing unnecessary expenses, and strengthening client relationships. Additionally, profitability can be enhanced through increased and consistent social media marketing, which has been underutilized. With regular posting, promotions, and engagement on platforms like Facebook and Instagram, the spa can significantly boost visibility, attract new clients, and retain existing ones. The combination of active owner involvement and improved digital presence would likely result in better customer service, higher client retention, and increased revenue.

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

2 x Therapists (2 - 8years & 11 year)  
1 x Cleaner (5 years)

## Do any have management potential?

No

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

The current owner is not involved in the daily running of the business. While the owner does not engage in the hands-on operations or client-facing activities, they are responsible for key back-end functions, including financial control, procurement, marketing, and human resources (HR). The owner's focus on these areas suggests that they oversee the strategic and administrative side of the business, ensuring financial health and operational efficiency, but are not directly managing day-to-day operations or customer interactions. This structure could create opportunities for an owner-operator to step in and actively manage the spa, leading to enhanced service quality and profitability.

## When does the current lease end?

Open contract

## What are the trading hours?

Mon - Fri : 08h00 - 17h00  
Sat : 08h00 - 13h00  
Public Holidays - closed

## What are the main assets of the business?

Hydro bath, 2 x aircons, inverter, massage beds, facial steamers, tables, chairs, computer

## Strengths?

Strengths:

**Experienced Owner:** The current owner has a solid understanding of financial control, procurement, marketing, and HR, which ensures that the business is managed with strategic oversight.

**Established Reputation:** The beauty salon likely has a base of loyal clients and established relationships in the local community.

**Strategic Location:** The Garden Route is a growing area with a mix of locals and tourists, providing a steady flow of potential customers, especially during peak holiday seasons.

**Range of Services:** A comprehensive range of services, including skin care, hair treatments, and wellness services, likely appeals to a wide demographic.

**Stable Revenue Stream:** With the owner's focus on procurement and financial control, the business is likely to have sound financial foundations.

## Weaknesses?

**Lack of Owner Involvement in Daily Operations:** The current owner's limited role in day-to-day operations means the business may suffer from a lack of hands-on leadership, impacting customer service, team morale, and operational efficiency.

**Underutilized Social Media Marketing:** Despite having a foundation in marketing, social media presence is not fully leveraged, limiting the salon's ability to engage with potential clients and expand its customer base.

**Over-reliance on the Owner's Administrative Functions:** The heavy reliance on the owner for financial control and HR functions could create operational bottlenecks if the owner is unavailable or overstretched.

**Seasonal Demand:** The business is likely impacted by seasonality, with varying levels of demand due to tourist influxes and off-peak months.

## Opportunities?

**Owner-Operator Role:** Introducing an owner-operator who works in the spa daily would improve service quality, client engagement, and overall profitability. The owner's active involvement could create a more personalized experience for clients and improve staff morale and performance.

**Expanding Social Media Marketing:** There's a significant opportunity to increase social media exposure to attract new clients, especially by leveraging seasonal campaigns, special offers, and showcasing services on platforms like Instagram, Facebook, and WhatsApp.

**Growing Semi-Migration Trend:** With more people moving to the Garden Route, there is an increasing market of remote workers and retirees who may become loyal customers seeking consistent beauty and wellness treatments.

**Upselling & Package Deals:** Offering package deals (e.g., "summer prep packages") or upselling higher-value treatments can increase average transaction size and customer retention.

## Threats?

**Competition:** The beauty salon industry is competitive, with other established businesses offering similar services. New entrants or aggressive competitors may challenge market share.

**Economic Downturns:** Local or national economic fluctuations could impact discretionary spending, reducing demand for luxury beauty treatments.

**Seasonality:** While peak seasons bring an influx of clients, off-peak periods (May – July) could result in revenue dips, requiring the salon to adapt by offering discounts or special promotions to retain customers during quieter months.

**Changing Consumer Trends:** As beauty trends evolve, staying up to date with the latest treatments, technologies, and customer preferences is essential. Failing to adapt to emerging trends could lead to declining client interest.

## What is the reason for the sale?

The owner is downscaling business interests.

## Why is this a good business?

This beauty salon represents a strong business opportunity due to its established reputation, loyal client base, and prime location along the Garden Route. With a solid foundation in key areas like financial control, procurement, and marketing, the business is well-positioned for success. However, its true potential lies in the ability to enhance operations through active owner involvement and the expansion of social media marketing to attract new clients and retain existing ones.

The salon benefits from a steady flow of both local customers and seasonal tourists, and with the rise of semi-migration to the region, there is a growing, year-round clientele seeking quality beauty and wellness services. While the business is already profitable, there are clear avenues for increased profitability through more personalized service, effective promotions, and tapping into the expanding local market.

With these opportunities for growth and improvement, this beauty salon offers a scalable, well-established business with significant potential for an investor or buyer to take it to the next level.