

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: **19th April 2025**

Business Reference: **37258**

About the Business:

Skin, Health and Beauty clinic in Cape Town

The business is an aesthetic clinic that offers various beauty and healthcare services, focussing on the diagnosis and prevention of skin, hair and nail disorders, with an emphasis on cosmetic and aesthetic concerns. Their mission is to provide a safe and comfortable environment for patients, with a team of highly professional and friendly medical aesthetic experts.

Skin, Health and Beauty clinic in Cape Town



Sector: **Services**

Asking Price:

R **1,215,000**

Monthly Profit:

R **55,642**

Asset Value:

R **1,137,900**

Stock Value:

R **885,000**

Yearly Net Profit :

R **667,709**



Business Report

Fully describe the business's activities?

Well established reputable aesthetic clinic in Cape Town, which combines medical aesthetics, dermal aesthetics and body treatments.
Providing holistic approach to different skin and body conditions using latest technologies and skincare products.
Clinic provides services and skincare retail products to the public.

How does the business operate on a daily basis?

They are physically seeing clients/patients on a daily basis by appointments booked through the operational system (self-booking is available). Retail of skincare products daily, genetic and other tests are happening every day. They do not offer any credit payments. Payments taken on purchase or after treatment or tests done.

What Advertising/Marketing is carried out?

Boosting/Paid adverts on social media platforms.
Collaborations with SM influencers and advertising agencies on SM.

What competition exists?

Medical aesthetic salons/spas/clinics

How could the profitability of the business be improved?

Continue to invest in latest technologies, products, training.

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

Dermal aesthetician/owner/founder
Receptionist 2 years
Dermal aesthetician 2 years
Dermal aesthetician 4 months

Do any have management potential?

Yes

How involved is the Owner in running the business?

Fully involved

When does the current lease end?

End of February 2027

What are the trading hours?

Tuesday – Friday 9am - 6pm
Saturday from 9am - 3pm
Closed Sundays, Mondays and Public Holidays

What are the main assets of the business?

A full asset list on file

Strengths?

Latest technologies.
Well known skincare brands.
Wide variety of services.
Holistic approach to skin conditions.
Combination of dermal and medical aesthetics in one practice.
Fully trained and experienced staff.
Strong SM presence, large clientele data, client's loyalty, partnering with medical doctors, excellent reviews on Google and Fresha.

Weaknesses?

Theft, human error, unpredictable treatment/procedure outcomes, staff turnover.

Opportunities?

To expand by offering more treatments, skincare brands, turning into franchise business.

Threats?

Lockdowns, long period power outages, weakening economic conditions

What is the reason for the sale?

Retirement