



# BUSINESS REPORT

Date: **23rd September 2025**

Business Reference: **37265**

About the Business:

## **Well-Positioned Preschool in Secure Estate – Fully Zoned & Consented**

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Thriving preschool in a secure estate with a built-in client base. Fully zoned and compliant, the school is professionally managed by an experienced principal, making this a true turnkey investment.

# Well-Positioned Preschool in Secure Estate – Fully Zoned & Consented



Sector: **Services**

Asking Price:

**R 2,590,000**

Monthly Profit:

**R 82,043**

Asset Value:

**R 220,000**

Stock Value:

**R 10,000**

Yearly Net Profit :

**R 984,517**



# Business Report

## Fully describe the business's activities?

This well-established preschool presents an exceptional investment opportunity in an exclusive, upmarket residential security estate. With a captured clientele within the estate and surrounding areas, the school benefits from a stable and growing demand for quality early childhood education.

The preschool operates with consent use for up to 50 children and currently has 44 enrolled students. The facility is well-maintained and fully equipped to provide a stimulating and nurturing learning environment.

Key Highlights:

- ▮ Prime Location: Situated within a secure, high-income residential estate, ensuring a steady flow of potential enrollments.
- ▮ Operational Excellence: Managed by a dedicated principal who oversees the daily operations, supported by a team of four experienced teachers and their respective classroom assistants.
- ▮ Growth Potential: With room to accommodate additional enrollments, the preschool offers an opportunity to scale and increase revenue.
- ▮ Turnkey Operation: Fully staffed, fully equipped, and operational – ready for a seamless transition under new ownership.

This is an ideal acquisition for an investor, educator, or entrepreneur looking to step into a profitable and reputable preschool business with an established footprint and strong community presence.

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

The school is managed on a daily basis by the principal, who is responsible for opening and closing the premises each day, as well as supervising the teachers and their respective assistants.

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

The owner has relocated overseas.

## When does the current lease end?

The property is owned by the seller, and a lease agreement will be entered into between the purchaser and the current owner. Alternatively, the property is available for purchase as a separate transaction at R4,400,000. The property has been zoned by the local municipality for use as a learning centre.

## What are the main assets of the business?

Educational toys  
Furniture  
Office equipment

## Strengths?

**Secure Location:** Situated within a lifestyle estate offering enhanced safety, which is highly attractive to parents.

**Captive Market:** Access to an established, resident community provides a steady potential enrolment base.

**Small Class Sizes:** Allows for personalized attention and higher quality of care and education.

**Established Routine:** Managed daily by the principal, ensuring consistency in operations and oversight.

## Weaknesses?

**Limited Capacity:** A cap of 50 children restricts revenue growth without expansion.

**Staff Dependency:** Small team may lead to operational disruption during staff absences.

## Opportunities?

**Community Engagement:** Potential to strengthen ties within the estate to boost enrolments and loyalty.

**Value-Add Services:** Introduction of aftercare, holiday programs, or enrichment classes to increase revenue.

**Brand Expansion:** Opportunity to franchise or open additional campuses based on the model's success.

**Digital Marketing:** Leveraging social media and estate communication platforms to attract parents.

## Threats?

**Market Competition:** Presence of other preschools in the area offering larger facilities or broader programs.

**Economic Factors:** Affordability of private education may be affected by shifts in household income.

**Staff Turnover:** Difficulty in replacing skilled educators in a small setting could affect quality and reputation.

## What is the reason for the sale?

The owner has already relocated overseas, making it challenging to manage the business remotely.