



Date: **31st July 2025** 

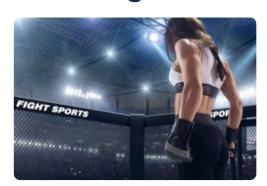
Business Reference: 37350

About the Business:

# INVESTOR: MMA Gym in Cape Town 40 % - Shareholding Available

This business offers a combination of a fully equipped gym, MMA/Boxing sections, and a café, creating a comprehensive fitness and wellness experience. They provide a variety of classes including Brazilian Jiu-Jitsu, functional fitness, and kids' anti-bullying classes, catering to a wide range of customers

## INVESTOR: MMA Gym in Cape Town 40 % - Shareholding Available



Sector: Services

Asking Price:

R 385,000

Monthly Profit:

R 8,600

Asset Value:

R 758,000

Stock Value:

R 15,000

Yearly Net Profit:

R 103,194

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## Fully describe the business's activities?

This business offers a variety of fitness services, including a fully equipped gym, MMA/Boxing sections, Brazilian Jiu-Jitsu classes, functional fitness training, and kids' anti-bullying classes

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

The gym opens at 6 a.m. and closes at 8 p.m. in the evenings. During the day, it mainly works with one-on-one personal clients, and in the evening, it has group classes.

The gym floor is open for public use throughout the entire day.

## What Advertising/Marketing is carried out?

Social media adverts and flyers.

### What competition exists?

Other gyms in Cape Town.

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

Investment into Marketing and acquiring more clients.

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

Cleaner - Keep gym clean and tidy at all times and also works as the coffee barista.

Personal Trainers coaching clients all day.

Owner and management - growing business.

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## Do any have management potential?

Yes

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

Very involved on a daily basis

#### When does the current lease end?

July 2028

## What are the trading hours?

6am until 8pm

#### What are the main assets of the business?

Gym equipment.

## Strengths?

- 1. Unique Concept: The business offers a combination of a fully equipped gym, MMA/Boxing sections, and a café, creating a comprehensive fitness and wellness experience
- 2. Diverse Offerings: They provide a variety of classes including Brazilian Jiu-Jitsu, functional fitness, and kids' anti-bullying classes, catering to a wide range of customers.
- 3. Partnerships: Strong partnerships with brands like World Sports Betting and local food providers enhance their service offerings and community engagement.
- 4. Community Focus: Emphasis on creating a community atmosphere, which can lead to higher customer retention and satisfaction

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#### Weaknesses?

- 1. Limited Operating Hours: The gym's operating hours might not be convenient for all potential customers, especially those with busy schedules, perhaps opening even earlier and staying open later
- 2. Location: The location is not within a suburb and could be seen as limiting to clients living in other parts of the city or surrounding areas
- 3. Market Saturation: The fitness industry is highly competitive, with many established gyms and fitness centers in the bigger Cape Town, although not in the immediate area.

## **Opportunities?**

- 1. Expansion: There is potential for expanding to other locations within Cape Town or other cities in South Africa.
- 2. Online Classes: Offering online fitness classes and virtual training sessions can attract a broader audience, including those who prefer to work out from home.
- 3. Health Trends: Increasing awareness and focus on health and wellness post-pandemic can drive more people to seek out fitness services
- 4. Corporate Partnerships: Partnering with local businesses to offer corporate wellness programs could open new revenue streams.

#### **Threats?**

- 1. Economic Factors: Economic downturns can affect disposable income, leading to reduced spending on fitness memberships and services.
- 2. Competition: The presence of numerous fitness centers and gyms in the bigger Cape Town poses a constant threat of losing customers to competitors
- 3. Regulatory Changes: Changes in health and safety regulations could impact operations and require additional investments to comply.

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## **SWOT Analysis on the Fitness Industry in SA**

#### Strengths:

- 1. Growing Market: There is a growing interest in health and fitness among South Africans, leading to increased demand for fitness services.
- 2. Diverse Offerings: The industry offers a wide range of services, from traditional gyms to specialized fitness studios and wellness centers.

#### Weaknesses:

- 1. Economic Sensitivity: The industry is sensitive to economic fluctuations, which can affect membership numbers and revenue.
- 2. High Competition: The market is highly competitive, with many players vying for a share of the customer base.

### Opportunities:

- 1. Technological Integration: Incorporating technology, such as fitness apps and virtual classes, can enhance customer experience and engagement.
- 2. Health Awareness: Increasing awareness about the importance of health and fitness can drive more people to join fitness programs.

#### Threats:

- 1. Economic Downturns: Economic challenges can lead to reduced spending on non-essential services like gym memberships.
- 2. Regulatory Changes: New health and safety regulations can impact the way fitness centers operate and increase operational costs.

## What is the reason for the sale?

More investment into the business and for free time to focus on his MMA career

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