

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

BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37209**

About the Business:

Profitable beauty Salon

This business offers a refined selection of tailored treatments. From relaxation and rejuvenation with expert massages, facials, nail services, waxing options, slimming treatments, peels, and tanning services. The seller is open to selling shares, but it must be to an involved partner, not an investor

Profitable beauty Salon



Sector: **Services**

Asking Price:

R **2,000,000**

Monthly Profit:

R **92,586**

Asset Value:
R 800,000

Stock Value:
R 500,000

Yearly Net Profit :
R 1,111,028



Business Report

Fully describe the business's activities?

This is two businesses in one. The first is a retail store offering salon and anti-aging treatments for men and woman. Their services include Hands and Feet, Hair Removal, Facials and Peels, Slimming and Tanning.

The second business is an online store selling beauty products. The online shop sells Bodycare, Facecare, Haircare, Oral care, Suncare, Tanning, Supplements and Accessories products

How does the business operate on a daily basis?

For the Retail Store, clients make appointments by phoning in or via the website. Clients pay upon completion of the treatment. They also buy some retail items when they leave.

The second business is online, and clients order products that are stored at the retail store and then delivered via courier. Items are paid for upfront.

What Advertising/Marketing is carried out?

Google Adds
SEO Add words
Instagram
Facebook

They make use of an external marketing firm

What competition exists?

There are other businesses in the area, but none that offer such wide services and that have been around for this length of time.

How could the profitability of the business be improved?

Add more of the same machines
Add different machines to expand into the health sector.
Increase products by adding new ranges.
Start a mobile offering.
Increase targeted marketing

Do any have management potential?

Yes, there are two staff that have management potential

How involved is the Owner in running the business?

The owner runs the business on a daily basis but doesn't work in the business. There are staff that take bookings and perform the treatments plus sell the products in-store

The business can however be manager run.

How will the handover work?

Outside of the guaranteed 30 days handover, the seller has indicated their willingness to stay on for an extended period of time to ensure the handover goes smoothly. The specifics can be negotiated

When does the current lease end?

The lease ends March 2026

What are the trading hours?

Week Days: 8am to 6pm

Saturdays: 8am to 4pm

Public Holidays & Sundays: 9am to 1pm

What extra facilities does the premises offer?

The landlord installed solar and the business runs on a generator if required

There is also a borehole to ensure water interruptions are at a minimum

What are the main assets of the business?

Salon equipment like tanning booths, Laser slimming and treatment machines, Ultrasound machines, hydro machines tables, chairs and fittings

Strengths?

Long-standing business
Well-known
Loyal following
Many referrals
Highly qualified and trained staff

Weaknesses?

Open retail hours, 7 days a week

Opportunities?

Add more of the same machines
Add different machines to expand into the health sector.
Increase products by adding new ranges.
Start a mobile offering.

Threats?

This is luxury purchase, but they have seen increase in sales when times are tough because woman still want to feel beautiful.

What is the reason for the sale?

Owner has other businesses that needs her attention and focus