

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

BUSINESS REPORT

Date: **30th July 2025**

Business Reference: **37183**

About the Business:

Beauty in Sandton. Skin. Hair. Body. Upmarket Beauty Parlour for Sale.

This beauty business is situated in a modern precinct with Apartments, Offices, Growing Retail Sector. New growth area of Sandton. Busy main arterial route. Ample Parking. Upmarket, Top LSM area. Top-Notch Equipment which is fully paid for.

Beauty in Sandton. Skin. Hair. Body. Upmarket Beauty Parlour for Sale.



Sector: **Services**

Asking Price:

R **1,900,000**

Monthly Profit:

R **72,893**

Asset Value:

R **1,404,734**

Stock Value:

R **100,000**

Yearly Net Profit :

R **874,718**



Business Report

Fully describe the business's activities?

An upmarket beauty spa in Sandton offering hair styling, hair treatments and skincare treatments. Skin Treatments offered include Skin Needling, Collagen Induction Therapy, Pigmentation and Brown Spots Treatment, Broken Capillaries Treatment, Specialised Skin Treatments utilising highly specialised brands, Lash Lifts, Plasma Soft Surgery, Laser Hair Removal, Chemical Peels and Skin Rejuvenation. The Hairdressing side offers Designer Colour Treatments, Colouring, Hair Cuts, Balayage, Hair Repair Treatments, Hair Extensions, In-salon Japanese Silk Superfood Hair Treatments.

How long has the business been established?

The business was started in 2019 by the two owners so it has been operating for 6 years.

How does the business operate on a daily basis?

The business is located in a beautiful new part of Sandton within a secure environment consisting of modern apartment homes, luxury office space and a growing retail section. The staff open the premises in the morning and the business works mainly on an appointment basis and has an online booking system/Apps for Hair, Skin and Lashes Appointments via its website.

How are the clients attracted to the business?

The business advertises via social media, word-of-mouth referrals and its website via Google searches.

What Advertising/Marketing is carried out?

Beside the above, the business is located on a very busy main arterial route in Sandton which has advertising on the building.

What are the seasonal trends?

December is very busy and January can be a bit slower. Other than that the business is spread evenly throughout the year.

Is the business VAT Registered?

Yes, the business is VAT registered.

Are there up-to-date Management Accounts available?

Yes, these are available to interested buyers.

What Balance Sheet and Income Statements are available?

February 2025 is available to interested buyers.

How could the profitability of the business be improved?

More advertising via a professional social media presence, and also, as the precinct in which the business is located grows, - more advertising on and in the building can be done.

What is the total staff complement?

There are 4 members of staff.

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

A breakdown of staff duties is available to interested parties.

Do any receive special perks or incentives?

Some of the staff earn a basic salary plus commission.

Are they on contract?

Yes, they have letters of appointment.

How involved is the Owner in running the business?

The two owners are involved in the business on a daily basis but have flexible hours as they are mothers.

When does the current lease end?

The current lease ends in about the middle of 2026.

Is there an option of renewal & what period?

Yes, there is an option for renewal for at least 3 years.

What is the annual escalation %?

The annual escalation is 7% to 8% but can be negotiated by new owners.

What are the trading hours?

Monday: Closed
Tuesday to Friday: 8.30 am to 5.00 pm.
Saturday: 8.00 am to 2.00 pm.

What is the square meters of the business?

Over 100 square meters.

What are the main assets of the business?

The main assets are the full Hair Salon with hairdressing stations, equipment and wash basins and on the Skin Care side there are laser machines, special beds etc which are all included in the business sale.

Which assets are on lease/HP and with whom?

The equipment is all fully paid for.

Strengths?

Location, location, location. In a growing new precinct and new area of Sandton. Upmarket clients in a Top LSM area. Knowledgeable staff.

Weaknesses?

More advertising can definitely be done.

Opportunities?

New services to be brought in such as Massage Services, Facials, Events and Corporate Events. This can all be achieved easily with some additional capital for advertising with a new owner.

Threats?

The economy - but generally the type of clients that this business serves is normally quite immune to economic downturns.

Why is this a good business?

Location, location, location. Apartments. Offices, Retail which is growing. Ample parking. The business also has its own trademark which can be exploited. The Assets are numerous and expensive - so this business is a good base to start without having to incur extra costs for equipment etc.