

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **4th July 2025**

Business Reference: **37265**

About the Business:

Boutique Preschool in a Premium Estate – A Captive Market at Your Doorstep

Boutique preschool for sale in a sought-after lifestyle estate. Property included, with strong demand from estate residents.

Boutique Preschool in a Premium Estate – A Captive Market at Your Doorstep

Sector: **Services**



Asking Price:

R **8,000,000**

Monthly Profit:

R **122,043**

Asset Value:

R 5,020,000

Stock Value:

R 10,000

Yearly Net Profit :

R 1,464,517



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 is included in the sale of the school.

What are the main assets of the business?

Property
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.

Included Property: Ownership of the premises offers long-term security, eliminates rental expenses, and increases asset value.

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.

Higher Fixed Costs: As the property is included, municipal rates, insurance, and maintenance costs may increase overall expenses.

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.

Regulatory Changes: New compliance requirements or zoning restrictions could impact operations.

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.