

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: **19th August 2025**
Business Reference: **37489**

About the Business:

Well established preschool in East Rand for sale.

In great location for young families, lots of room for expansion.

Well established preschool in East Rand for sale.



Sector: **Services**

Asking Price:

R **3,000,000**

Monthly Profit:

R **17,182**

Asset Value:

R **736,867**

Stock Value:

R **0**

Yearly Net Profit :

R **206,184**



Business Report

Fully describe the business's activities?

The business is a pre school catering to the needs and development of children aged 2 to 6 years of age. The school is located on a prominent, easily accessed property in the near East Rand. The price of the school includes all land, buildings, fixtures and fittings. The school facility is licensed to accommodate 92 children.

How does the business operate on a daily basis?

Children are dropped at the school in the morning and collected after lunch or later in the afternoon..

What Advertising/Marketing is carried out?

The school has a website.
There is an elevated advertising board on the school property which can be used to advertise the school or used as a revenue generator for commercial products or services to be advertised.

What competition exists?

There are other preschools in the area.

How could the profitability of the business be improved?

Increased awareness through advertising. The school is below capacity at present in line with the wishes of the owner.

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

The Owner is the principal - 28 years
Junior tutor - 19 years
Grade R tutor - 6 years
Cleaner / helper - 10 years

Do any have management potential?

Yes

How involved is the Owner in running the business?

100% daily

When does the current lease end?

The sale includes the property which is owned by the seller.

What are the trading hours?

06h30 to 17h30 Monday to Friday

What are the main assets of the business?

Land and buildings
Advertising site for rental income
Brand name
Furniture
Playground

Strengths?

Sound reputation built over 30 years
High profile location
Affluent neighbourhood
Increasing incidence of young families in neighbourhood
Sound, principle based education philosophy
Permanence is guaranteed as the property is sold with the school

Weaknesses?

School is ticking over, would benefit from new management
Low awareness

Opportunities?

Increased awareness amongst younger parents
Facilities have consent use for 75 pre schoolers, enabling a significant rise in revenue
Social media platforms are under utilised
Advertising Site can be rented to generate extra income

Threats?

Competitive institutions in neighbouring areas
Economic cycle

What is the reason for the sale?

Owner has relocated some distance away and no longer wishes to travel daily to the school