

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

BUSINESS REPORT

Date: **19th August 2025**
Business Reference: **37512**

About the Business:

Experts in Skin and Body Treatments Durban North

This long standing Skin and Body Specialists no fuss, no fills approach to grooming needs for the modern executive with time constraints. Specialising in Mens grooming, Sports massage and anti ageing this business is seeking new ownership to continue offering customers top quality services and up to date offerings from the industry.

Experts in Skin and Body Treatments Durban North



Sector: **Services**

Asking Price:

R **1,357,440**

Monthly Profit:

R **51,617**

Asset Value:

R **350,000**

Stock Value:

R **137,560**

Yearly Net Profit :

R **619,405**



Business Report

Fully describe the business's activities?

Specialist skin and body care centre. Four key areas of expertise: anti-ageing and problematic skin disorders, Body wellness (Sports Massage especially), Hair Removal Systems (Laser) and Mens' grooming.

How does the business operate on a daily basis?

Loyal repeat massage business. Serious athletes and retired patrons return weekly. This business is their solution to wellness and longevity. Massage Therapy is this business' bread and butter service and those patrons are all skin clients. Family orientated business and so everyone from Dad/ Mom to their children visit.

What Advertising/Marketing is carried out?

Facebook, Instagram, LinkedIn and website but mostly to WhatsApp audience (most effective)

What competition exists?

No real competition - this business is an industry leader in the segment in service delivery and skill. Owner ensures that the team are experts at their craft and work with the finest South African para-medical skin care solutions.

How could the profitability of the business be improved?

More laser hair removal focus, it is a cash cow. Owners diary has not allowed the laser hair removal to operate at max profitability. More focus on Exosome treatments (just launching) and Hair rejuvenation opportunity.

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

Front Desk/Marketing/ Therapist - 3 years
Senior Therapist - 10 years
Cleaning Lady/ OPS - 20 years
Junior Therapist - 1 month

Do any have management potential?

Senior Therapist could be a staff manager (no accounting skill or knowledge)

How involved is the Owner in running the business?

Very, owner is a working therapist within the business, prepares all accounting information for accountants as well as payroll.

When does the current lease end?

October 2026

What are the trading hours?

Monday to Friday 08:00 to 17:00. Saturday 09:00 to 16:00

What are the main assets of the business?

IPL- Optima 518 laser
BT Accent LED
Bt Nano Micro current device (non surgical face lift)
Plama Pen (new)
FSM Frequency Therapy (new)
Micro needling pens (x2)
Front Desk Computer- New Lenovo
Washing Machines(new)/ Tumble drier
Amp and Sound System
Printer
All furniture- plinths

Strengths?

Solid repeat clientele- family orientated client base
LSM 8-10

Sports massage/ deep tissue reputation- best in KwaZulu-Natal

Fix broken skin- Expert therapist and products, deliver results- patrons trust (honesty and integrity)

Laser machine is good with all skin types (Fitz 1-6)

Excellent reputation amongst peers – especially referring doctors/ industry colleagues

Client base is 60% men- they don't worry about budgets, guaranteed spend and top up of products

Marketing is done in house by Front Desk/Marketing whom is also a therapist – able to look after overflow therapy requirements (Especially on Friday and Saturday)

Excellent supplier relationships- terms

We work with South African Brands - this helps with price regulation

Weaknesses?

Business owner-therapist

Opportunities?

Laser needs to be actively marketed

IV Drip Therapy

Inhouse Botox Doctor

Hair Rejuvenation

Threats?

Industry legislation Somatology vs Health and Skin Care Therapists separation (new act being drafted)

What is the reason for the sale?

In response to the evolving priorities of family, the owner recognises the need for a significant shift in the business's approach. After two decades of operation, the company requires a renewed infusion of energy and innovative ideas to navigate the changes ahead.