



BUSINESS REPORT

Date: **28th January 2026**
Business Reference:**37694**

About the Business:

Exciting well known audiology business located in Cape Town

This exciting audiology business is located inside of a hospital in Cape Town. They specialize in the treatment of any disorders associated with ears, hearing and balance. They have many walk in clients as they are located in a hospital and are always busy.

Exciting well known audiology business located in Cape Town



Sector: **Services**

Asking Price:

R 3,645,000

Monthly Profit:

R 155,423

Asset Value:
R 500,000

Stock Value:
R 50,000

Yearly Net Profit :
R 1,865,074



Business Report

Fully describe the business's activities?

This is a very successful audiology practice within a Mediclinic in Cape Town. The owner shares rooms with another practicing audiologist, and they have divided the hours for occupying the offices. Walk-in referrals from ear, nose, and throat specialists ensure a steady flow of clients.

A large part of their income is the profit they make from selling hearing aids.

They do pediatric and adult diagnostic audiometry, hearing aid fittings, and aural rehabilitation.

How does the business operate on a daily basis?

They are open Monday to Friday.

As they share the rooms, walk-in clients are handled by the occupying audiologist when 'on duty'.

The hours listed represent the hours the room is available.

They also have a receptionist who is there all day and ENTs who are there on and off.

What Advertising/Marketing is carried out?

None

What competition exists?

The rooms are shared with another audiologist.

Other than that, they are the main audiologists within the area.

How could the profitability of the business be improved?

Costs could be brought down such as accountant fees, insurance etc.

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

The receptionist has been working for the practice for the past 16 years.

She is brilliant and is there to manage accounts, the diary, and anything else needed.

The ENTs consult on varying days and times.

They have been in the practice for 12 years and 3 years.

The other audiologist that they work with has been in the practice for 6 years.

How involved is the Owner in running the business?

She is a practicing audiologist and is in the business full time along with the other audiologist.

When does the current lease end?

The 2 audiologists, are also shareholders within a PTY LTD.

This PTY has the lease with the Mediclinic, owns the assets of the practice and carries the stock.

When the Inc are sold, the purchaser will also require 50 % of the shares in the PTY, hence a Lease Renewal is not necessary.

What are the main assets of the business?

The audiological equipment is shared between the business and the other audiologist in a joint company.

Strengths?

Experienced Team: The two audiologists are excellent. The seller holds a BSc in Audiology, and the other audiologist is a qualified Speech Therapist & Audiologist. They both have strong clinical backgrounds and experience in the public and private sectors.

Multidisciplinary Collaboration: Close ties with ENT surgeons that enhance diagnostic and treatment capabilities.

Patient-Centered Care: Emphasis on trust, long-term relationships, and individualized treatment plans.

Specialized Services: Expertise in adult and geriatric diagnostics, tinnitus management, paediatric audiology, and newborn hearing screenings.

Professional Accreditation: Registered with HPCSA and affiliated with SASLHA and SAAA, ensuring high standards of care.

Weaknesses?

The rooms are shared, so the hours cannot be extended.

Limited Geographic Reach: Based in Cape Town, which may restrict access for patients in other regions unless telehealth is expanded.

Small Team Size: While highly skilled, the practice may face capacity challenges during peak periods or staff absences.

Dependence on Key Individuals: The practice's reputation and operations are closely tied to its founders, which could pose continuity risks.

Opportunities?

A Buyer could improve on an already lucrative business by improving the SEO of the website. They have not delved into social media marketing.

Growing Demand for Hearing Services: Aging population and increased awareness of hearing health create market growth potential.

Expansion of Services: Potential to offer tele-audiology, mobile clinics, or satellite branches.

Technology Integration: Use of advanced hearing aids, AI-driven diagnostics, and digital patient engagement tools.

Partnerships: Collaborations with schools, elder care facilities, and wellness centers could broaden the client base.

Threats?

Market Competition: Other audiology practices and retail hearing aid providers may offer lower-cost alternatives if opened in the area.

Economic Factors: Hearing aids and services can be expensive, and affordability may impact patient uptake.

Regulatory Changes: Shifts in healthcare policy or insurance coverage could affect service delivery and reimbursement.

Although their hours are more preferable with the ENTs being in the rooms.

What is the reason for the sale?

The owner wishes to take a step back from the business and focus on her family.