

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: **10th December 2025**

Business Reference: **BFS00151**

About the Business:

Yemaya Spa and Hair Sea Point

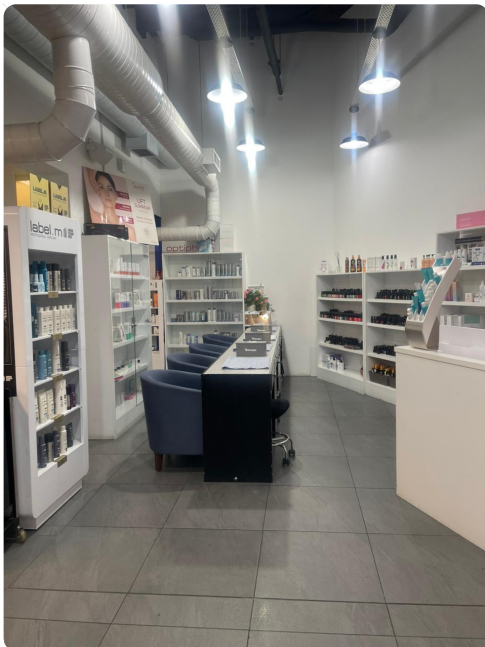
Yemaya Spa & Hair has a well-established, fully functional website and e-commerce platform that adds significant value to the business. Professional Website: The website is modern, mobile-friendly, and optimized for SEO, ranking on Google for key terms like "Sea Point Spa," "Brazilian Blow Dry Cape Town," and "Massage in Sea Point. Online Shop: Integrated e-commerce store selling top local and international

brands, including Footlogix, Kinetics, GetGlow Skincare, and other professional beauty and haircare products. Online Booking System: Clients can easily book spa and hair appointments online 24/7 through an automated booking system linked to the POS for seamless scheduling. Payment Integration: Secure online payment gateway for services and product purchases. Marketing & Database: Connected to the spa's Mailchimp email system, social media, and WhatsApp marketing channels with an existing client database of thousands of loyal customers. Social Media Presence: Active and verified social media pages on Instagram, Facebook, and TikTok, driving daily leads and new bookings. Excellent Online Reviews: 4.8+ star average rating across Google and social media platforms.

The website and online ecosystem allow the new owner to manage and monitor bookings, sales, and client engagement remotely, making this a tech-driven, future-ready business.

www.yemaya.co.za

Yemaya Spa and Hair Sea Point



Sector: **Sales & Services**

Asking Price:

R 4,600,000

Monthly Profit:

R 87,500

Asset Value:

R 0

Stock Value:

R 500,000

Yearly Net Profit :

R 1,050,000



Business Report

Fully describe the business's activities?

Overview

Yemaya Spa & Hair is one of Cape Town's most recognized and established luxury beauty salon and hair salon brands, located in the heart of Sea Point along the iconic Atlantic Seaboard. This turn-key business offers an excellent opportunity to own a fully operational and profitable spa and hair salon with a loyal customer base, a strong online presence, and premium positioning in one of the city's most desirable suburbs.

Key Features

Prime Location: Situated in a high-traffic area near hotels, residential apartments, and tourist hubs with easy access and secure parking.

Full-Service Offering: Hair salon, massages, facials, manicures, pedicures, waxing, lashes, tanning, and advanced beauty treatments.

Highly Trained Team: Experienced therapists and stylists delivering exceptional service, ensuring repeat business and strong client retention.

Digital Presence: Active website (www.yemaya.co.za) with integrated online booking and e-commerce platform for beauty and haircare products.

Established Reputation: 20 years of trusted service, 5-star Google reviews, and strong brand recognition in Cape Town's beauty industry.

Fully Equipped & Operational: Modern equipment, advanced POS systems, and professional branding all included in the sale.

Financial Highlights

- Consistent monthly revenue with profitable operations.
- Detailed management accounts and financials available for serious buyers.
- Potential for further growth through hotel partnerships, wellness packages, and extended retail sales.

Ideal Buyer

Perfect for an investor, entrepreneur, or beauty professional seeking a well-established business with immediate income and growth potential. The owner is willing to provide training and handover support to ensure a smooth transition.

How long has the business been established?

The business has been in The Point Centre for 10 years and prior to that it was in Moullie Point for 1 years

Is the business VAT Registered?

yes the business is vat registered

How many employees?

9 beauty therapist , 5 hair stylists, 1 cleaner, 1 operator

Give a breakdown of staff/ functions?

Team & Operations

Yemaya Spa & Hair operates with a well-structured and experienced team ensuring smooth daily operations and exceptional client service:

- **9 x Beauty Therapists** Specializing in facials, massages, waxing, lashes, manicures, pedicures, and advanced skin treatments. Each therapist is professionally trained and experienced in both traditional and modern techniques, delivering 5-star service to a loyal clientele.
- **5 x Hair Stylists** Experts in cutting, colouring, styling, Brazilian blow-dry, Japanese permanent straightening, and advanced treatments. The hair team caters to both local and international clients with high repeat business.
- **2 x Front Desk Operator / Receptionist/ therapist** - Handles client bookings, online scheduling, payments, retail sales, and day-to-day coordination. The operator ensures a professional, seamless client experience and manages all administrative duties.
- **1 x Cleaner / Housekeeper** - Maintains the hygiene and presentation of the spa and salon to meet premium standards throughout the day.

The team is well-trained, motivated, and capable of running the business efficiently with minimal owner supervision.

How involved is the Owner in running the business?

Owner Involvement

The business is designed for **minimal day-to-day owner involvement**.

Yemaya Spa & Hair has a strong, experienced management and front-desk team in place, allowing the owner to **oversee operations remotely**.

- Daily bookings, sales, and staff management are handled by the on-site operator.
- The therapists and stylists are fully trained, self-sufficient, and have established client bases.
- The business systems including the online booking platform, POS reports, and stock management are all digital, making it possible to **monitor performance from home**.
- The owner typically dedicates **8–10 hours per week** to reviewing reports, ordering stock, running promotions, and overseeing finances.

This makes it an **ideal turnkey investment** for someone looking for a **profitable, low-maintenance business** that can be managed remotely or as a secondary income stream.

When does the current lease end?

lease will be renewed to the new owner, 3 years with an option to renew

Is there an option of renewal & what period?

yes, 3 more years

What is the annual escalation %?

8%

What is the square meters of the business?

256sqm

Is a copy of the lease available?

yes

Do you require a licence?

no

What lease deposit and/or other surety is required?

R190,000

What are the main assets of the business?

machines, decor, tan cans, equipment

What is the reason for the sale?

relocation

Why is this a good business?

Yemaya Spa & Hair is not just a salon it's a **proven, profitable brand** with nearly two decades of trust, visibility, and loyal clientele. It combines strong financial performance with a lifestyle-friendly business model that's rare in the beauty industry.

1. Established Reputation & Brand Recognition

Operating successfully for almost 20 years, Yemaya Spa & Hair is one of Cape Town's best-known names in luxury spa and hair services. The brand enjoys excellent Google reviews, repeat clients, and walk-in traffic daily.

2. Prime Location - Sea Point

Situated in the heart of Sea Point's bustling main road near top hotels, residential buildings, and tourist attractions ensuring a constant flow of both local and international clients.

3. Skilled, Independent Team

A professional team of 9 beauty therapists, 5 stylists, 1 cleaner, and 1 operator handle daily operations with minimal supervision. The staff are well-trained, reliable, and passionate about their craft.

4. Remote-Management Ready

All system, from online bookings to POS and stock management are cloud-based. The owner can easily **run the business from home** with just 8–10 hours of weekly oversight.

5. Strong Revenue & Consistent Profitability

The spa maintains healthy monthly turnover with diversified income from beauty, hair, retail, and online sales. Financials are available to serious buyers upon request.

6. Opportunity for Expansion

The brand offers great growth potential through:

- Introducing new wellness or aesthetic services
- Expanding the e-commerce platform for retail products
- Adding hotel or Airbnb spa partnerships

7. Lifestyle Business in a Desirable Area

This is a rewarding opportunity to own a well-run, reputable business in one of Cape Town's most beautiful coastal neighbourhoods offering both income and lifestyle flexibility.