



# BUSINESS REPORT

Date: **21st December 2025**

Business Reference: **37912**

About the Business:

## Online Life Coaching and Development business

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Online Life Coaching and Development, with an international reach and minimal interface with clients. Owner operates the business herself, having created an enticing & interactive website, that allows clients to move easily along the sales path & value chain, selecting the accredited course appropriate to themselves, with perhaps some emails and a few Wapp conversations.

# Online Life Coaching and Development business



Sector: **Services**

Asking Price:

**R 950,000**

Monthly Profit:

**R 63,522**

Asset Value:

**R 42,000**

Stock Value:

**R 0**

Yearly Net Profit :

**R 762,264**



# Business Report

## Fully describe the business's activities?

Online Life Coaching & Development, with Corporate Coach Training products set-up but not actively sold. The business has an international reach & minimal interface with clients. The owner operates the business herself, having created an enticing & interactive website, that allows clients to move easily along the sales path & value chain, selecting the accredited course appropriate to themselves, with perhaps some emails & a smattering of WApp conversations. The business holds 2 licence's, with all courses are certified with COMENSA & ICR, (at a total cost R10k pa including Learndash).

## How does the business operate on a daily basis?

Owner checks on the website & emails, answering any queries, thereby ensuring a steady uptake of courses by new & existing clients. She will also occasionally review courses, accreditations, competition, to keep her business relevant.. Client Breakdown : Monthly - repeat vs new clients : Dec 18/8; Jan 13/14; Feb 20/13; Mar 34/7; Apr 22/8; May 23/4; June 18/4; July 23/9; Aug 17/9; Sept 14/8; Oct 16/9; Nov 17/6 Repeats/monthly payments start as low as R600, whilst new upfront payments may be as high as R16 000- /R29 000. General payments are between R2 000 - R4 000.

## How are the clients attracted to the business?

The website & Facebook are the main drivers, with google-ads at some R7-10k pm & referrals, ensuring a steady R1m gross income pa.

## What competition exists?

There are numerous coaching companies offering web-based courses & individuals offering personalized & expensive tuition.

## Is the business VAT Registered?

No

### Are there up-to-date Management Accounts available?

Management accounts are produced monthly & mirror the Bank Account.  
Turnover is a steady R1.07m turnover pa, netting the owner (including personal benefits) some R762k pa.

### How involved is the Owner in running the business?

The owner is the only person carrying out the few tasks there are - taking some 3 hours per day.

### When does the current lease end?

The owner operates from her home, using a laptop, cellphone, photocopier - an office is NOT required. The business could be operated from anywhere or while on the move/holiday.

### What are the trading hours?

Mon-Fri : 8h30-16h00

### What are the main assets of the business?

The only assets required are : Laptop, cellphone, photocopier  
The owner will provide : 1. all the business files off her personal laptop; 2. her cell phone & number; 3. her photocopier.  
All in working order and valued at a 2nd hand value of R2k, while the website, facebook, courses, and licences would cost some R40k to develop.

### What is the reason for the sale?

The owner is moving into her partners medical business

### Why is this a good business?

Web-based Life Coaching business with minimal owner input, turning over a steady R1.07m turnover pa & netting the owner (including personal benefits) some R762k pa.