

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **6th February 2026**
Business Reference: **37962**

About the Business:

Beloved Pet Grooming Boutique for Sale — (Established 2017)

Founded in 2017, the business is a grooming petshop created from a deep love for pets and the belief that every companion deserves to feel clean, happy, and cared for. Here, your fur babies are held in the highest regard—served “at the pop of a cat”—with grooming tailored to their unique personalities and needs. Services include cut and style, summer cuts, paws and nails, and outdoor grooming. The business is a

heart-led business with a memorable brand and loyal pet community—ready for the next owner to continue the magic.

Beloved Pet Grooming Boutique for Sale — (Established 2017)



Sector: **Services**

Asking Price:

R 570,000

Monthly Profit:

R 26,157

Asset Value:

R 559,916

Stock Value:

R 30,000

Yearly Net Profit :

R 313,884



Business Report

Fully describe the business's activities?

The business has been well established since 2017 and offers a full range of grooming services, including bathing, clipping, styling, nail trimming, ear cleaning, de-shedding, coat treatments, and general pet hygiene. Specialise in Cut / Style, Summer Cuts, Paws / Nails, and Outdoor Grooming. The business focuses on high standards of animal welfare, personalised care, and stress-free grooming. Additional services include client consultations, pet care advice, and the sale of selected grooming-related products and accessories. The business operates with strict hygiene, safety, and compliance standards and is supported by trained staff and strong operational systems.

How does the business operate on a daily basis?

The business operates on a booking and appointment-based system, supported by walk-in enquiries. Daily operations include pet intake, assessment, professional grooming services, customer communication, payment processing, sanitation and hygiene, and ongoing customer care. The business is well structured with a manager overseeing daily operations.

What Advertising/Marketing is carried out?

Organic marketing via Google Business Profile, Facebook and Instagram, WhatsApp, and customer referrals. Minimal paid advertising is required due to strong brand recognition and reputation.

What competition exists?

Other local grooming salons and mobile groomers. The Business differentiates itself through superior animal care standards, compliance, trained staff, and strong brand trust.

How could the profitability of the business be improved?

Introduce a mobile grooming service (van-based / call-out grooming to clients' homes and estates).

Expand retail sales of pet accessories for dogs and cats (premium food, treats, grooming products, collars/leads, beds, toys).

Broaden the pet shop range by stocking fish/aquariums and selected small pets (with compliance, permits, and proper care standards).

Add recurring revenue services: monthly "pet care club" memberships (grooming packages, nail trims, wash & brush, flea/tick plans), plus pet sitting / dog walking partnerships.

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

Manager 1
Grooming Specialist x 3

Do any have management potential?

Yes

How involved is the Owner in running the business?

This is a 100% investor run business with the manager overseeing total operations.

When does the current lease end?

The business has traded successfully from the same premises since 2017. A lease is in place and is renewable/transferable to the incoming buyer (subject to landlord approval).

What are the trading hours?

Tuesday-Friday: 8am-5pm
Saturday: 8am-16h00
Sunday: CLOSED
Monday: CLOSED

What are the main assets of the business?

- Fully fitted grooming salon
- Grooming tables and professional equipment
- Bathing stations and dryers
- Reception and waiting area
- 24-hour CCTV surveillance system
- IT and booking/communication systems
- Signage and branding
- Fit-out improvements
- Stock holding (grooming products and consumables)

Strengths?

- Excellent Google rating (4.8 stars with 120+ reviews)
- Strong brand and reputation in the area
- Loyal, repeat client base
- Experienced and respected on-site manager
- High animal welfare and compliance standards (NEASA & NSPCA aligned)
- 24-hour CCTV and strong operational controls
- Prime location in Rynfield, Benoni

Weaknesses?

- High staff and operating costs
- Recent financial pressure post-COVID
- Owner-managed structure affecting efficiency
- Limited paid marketing strategy

Opportunities?

- Improve profitability through tighter cost control
- Increase pricing and service packages
- Expand retail pet products (Pet Gear / pet shop opportunity)
- Extend trading hours or capacity
- Introduce training, daycare or additional pet services
- Owner-operator model to improve margins

Threats?

- Local competition from mobile groomers
- Rising operating costs
- Economic pressure on discretionary spend
- Staff turnover in grooming industry

What is the reason for the sale?

The owner is seeking to pursue a new personal and business venture. While the business remains well established with strong potential, the owner feels this is the right time to hand over to a new owner who can focus on growing and scaling the business further.