business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**38062**

About the Business:

PunchHouse Boutique Gym

This boutique fitness studio specializing in high-intensity interval training (HIIT) workouts designed to deliver maximum results in a short amount of time. The business provides structured, coach-supported 30-minute training sessions based on a unique “10-round” workout format that combines boxing-inspired cardio, functional strength training, and conditioning exercises.

PunchHouse Boutique Gym



Sector: **Services**

Asking Price:

R 1,900,000

Monthly Profit:

R 60,177

Asset Value:
R 1,178,723

Stock Value:
R 0

Yearly Net Profit :
R 722,129

Business Report

Fully describe the business's activities?

This boutique fitness studio specializing in high-intensity interval training (HIIT) workouts designed to deliver maximum results in a short amount of time. The business provides structured, coach-supported 30-minute training sessions based on a unique “10-round” workout format that combines boxing-inspired cardio, functional strength training, and conditioning exercises.

Unlike traditional gyms or fixed class-based studios, this Gym offers a flexible training model where members can arrive at any time during operating hours and immediately begin the daily programmed workout. Each day features a professionally designed training program that guides members through ten different workout stations (“rounds”), ensuring variety, progression, and full-body conditioning.

The business generates revenue primarily through membership subscriptions, offering different membership tiers and contract options. Members benefit from guided coaching, a motivating community-driven training environment, and efficient workouts suited to modern busy lifestyles.

This Gym differentiates itself from traditional gyms by offering the structure and motivation of a coached group workout while maintaining the convenience of flexible start times. This hybrid model improves member engagement, retention, and operational efficiency.

In addition to operating its own studio, the business is exploring expansion opportunities through franchising and potential strategic partnerships to scale the Gym concept into new markets.

How does the business operate on a daily basis?

The gym opens during scheduled operating hours and members are able to arrive at any time without needing to book or attend fixed class times.

Each day a professionally designed workout program is prepared consisting of 10 exercise stations ("rounds"). These rounds combine boxing-inspired cardio, strength training, and functional fitness exercises. Members start at Round 1 and rotate through the full circuit, typically completing the workout in approximately 30 minutes.

Qualified coaches are present on the training floor throughout operating hours to welcome members, explain the daily workout, demonstrate exercises, ensure correct technique, maintain safety, and provide motivation. Because workouts run continuously rather than in fixed classes, members can join the circuit immediately when they arrive.

Daily operations also include:

Welcoming and onboarding new members

Managing memberships and payments

Coaching and supporting members during workouts

Maintaining equipment and the training facility

Updating the daily workout program

Engaging with members to build a strong community environment

This operating model allows the business to deliver the structure and motivation of a class-based workout with the flexibility of a walk-in gym, creating a convenient and efficient training experience for members.

What Advertising/Marketing is carried out?

Currently, The Gym focuses mainly on organic social media marketing, primarily through platforms such as Instagram and Facebook. Content includes workout highlights, member achievements, promotional offers, and community-focused posts designed to build brand awareness and engagement.

This approach has successfully built the current membership base with minimal marketing spend. There is therefore significant opportunity for future growth through additional marketing channels such as targeted digital advertising, partnerships, referral programs, corporate wellness initiatives, and broader brand campaigns.

What competition exists?

The fitness market includes a number of boutique studios and traditional gyms that offer group fitness or high-intensity training. In the local area, competitors include concepts such as Misfit Fitness, which offers structured group workouts. However, this concept is focused exclusively on women and operates on fixed class schedules.

Another comparable boutique fitness brand is F45 Training, which offers functional HIIT-style workouts. These sessions are also conducted in scheduled classes and do not incorporate boxing-inspired training elements.

While these studios operate within the broader boutique fitness segment, this Gym differentiates itself through its boxing-inspired HIIT format and flexible training model. Workouts are structured with a professionally designed daily program, similar to a class, but members can start at any time during operating hours, removing the constraint of fixed class schedules.

This combination of structured programming, coach-led training, and flexible start times provides a unique value proposition that is not directly replicated by nearby competitors.

How could the profitability of the business be improved?

There are several opportunities to further improve the profitability of the business:

Firstly, increased investment in digital marketing and targeted advertising could significantly grow membership numbers. At present, the business primarily relies on organic social media marketing and referrals, which has been effective but leaves substantial room for expansion through paid campaigns and broader marketing strategies.

Secondly, profitability could be improved through higher membership capacity utilization. The Gym model allows members to train at any time without fixed class schedules, meaning the facility can accommodate more members without requiring significant increases in staffing or operating costs.

Additional opportunities include:
Introducing corporate wellness partnerships with nearby businesses
Expanding merchandise and branded apparel sales
Scholar and/ or specialized workshops
Expanding the concept through additional locations or franchising

Because the operating model is efficient and scalable, increasing the membership base would have a direct positive impact on profitability while keeping overhead costs relatively stable.

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

The business operates with a small and efficient team responsible for coaching, member support, and day-to-day operations.

Owner / Management
Responsible for overall business management, strategy, marketing oversight, financial management, and operational supervision.

Coaches / Trainers (2–3 staff members)
Primary responsibilities include:
Coaching members during workouts
Demonstrating exercises and ensuring correct technique
Motivating and supporting members
Assisting with onboarding of new members
Maintaining the training floor and equipment

The team has developed a strong understanding of the Gym's training model and plays an important role in maintaining the gym's community-driven culture and high member engagement.

Staff tenure ranges from approximately [3 years], providing operational continuity while keeping the team flexible and efficient.

Do any have management potential?

Yes 2 of them

How involved is the Owner in running the business?

Morning check inns for 10 minutes and then available via mobile.

When does the current lease end?

Property is owned by the seller and is willing to sell with the business.

What are the trading hours?

Mon - Fri
05:00 to 10:00
13:00 to 19:00

Sat
07:00 to 10:00

What are the main assets of the business?

R478 000 with the below catergories:
Electronics
Boxing Bags
Boxing Accessories
Racks and matts
Bars
Balls
Weights
Boxes and Benches

Strengths?

Unique training concept combining boxing-inspired workouts with functional HIIT training.
No class times model, allowing members to train at their convenience while still following a structured daily program.
Efficient 30-minute workouts, appealing to busy professionals and modern lifestyles.
Strong community culture, leading to high member engagement and strong word-of-mouth referrals.
Low operational complexity compared to traditional class-based studios.
Scalable business model that can potentially be replicated through franchising or additional locations.

Weaknesses?

Marketing efforts currently rely mainly on organic social media and referrals, meaning growth has not yet been fully supported by broader marketing strategies.
Boutique fitness studios typically operate with limited physical space, which can cap membership capacity if not managed efficiently.
Brand awareness is still developing compared to larger international fitness brands

Opportunities?

Expanded digital marketing and targeted advertising to accelerate membership growth.
Corporate wellness partnerships with nearby businesses and offices.
Development of a franchise model to scale the Gym concept into additional markets.
Introduction of merchandise, branded apparel, and additional services such as specialized training sessions.
Potential expansion into additional locations once the concept is further established.

Threats?

Competition from other boutique fitness studios or traditional gyms offering group training.
Economic conditions that may affect discretionary spending on fitness memberships.
New fitness trends or competing training concepts entering the market.
Seasonal fluctuations in attendance typical within the fitness industry.

What is the reason for the sale?

The owner has other business interests