

business
for sale



Date: **28th April 2026**

Business Reference: **38128**

About the Business:

Turnkey dog grooming business - Walk in and start earning

This is a well priced business with diverse income streams and a loyal club base, making it an ideal opportunity for a buyer seeking a scalable service business in a resilient and expanding market.

Turnkey dog grooming business - Walk in and start earning



Sector: **Services**

Asking Price:

R 900,000

Monthly Profit:

R 60,800

Asset Value:
R 200,000

Stock Value:
R 0

Yearly Net Profit :
R 729,600



Business Report

Fully describe the business's activities?

The business operates as a well-established dog grooming service, offering a diversified revenue model through walk-in clients, a mobile grooming unit, and a structured club membership base.

The business demonstrates profitability driven by repeat clientele, efficient operations, and a well-positioned service offering. It represents an attractive opportunity for an owner-operator or investor seeking a service-based business with stable cash flow and excellent growth potential.

The business is well-priced relative to its earnings and offers immediate income with clear avenues for growth, making it ideal for an owner-operator or investor seeking a scalable service business in a resilient and expanding market.

How does the business operate on a daily basis?

Daily operations are streamlined and repeatable, focusing on appointment scheduling, grooming services, customer service, and route planning for the mobile unit. The combination of fixed-location and mobile services ensures flexibility and optimal utilisation of resources.

What Advertising/Marketing is carried out?

The business maintains a professional and well-presented online presence, anchored by a neat, user-friendly website that showcases its services and facilitates customer engagement. In addition, it actively utilises social media platforms to promote its offerings, share grooming results, engage with clients, and reinforce brand visibility.

This combination of digital presence and ongoing social media activity supports consistent customer acquisition while strengthening relationships with its existing client base.

How could the profitability of the business be improved?

There is significant opportunity to scale the business, particularly through:

- Expanding the mobile grooming service into new areas
- Increasing marketing efforts via social media and local advertising
- Introducing online booking and customer management systems
- Developing corporate or bulk service offerings (e.g. partnerships with kennels)

How involved is the Owner in running the business?

The owner is hands on and oversees the day to day operations.

When does the current lease end?

The business currently operates from the owner's home.

What are the main assets of the business?

The main assets are the vehicles and the trailers. A list of the assets will be provided.

Strengths?

- Diversified revenue streams (walk-in, mobile, and subscription clients)
- Established database of 2000+ clients
- Strong customer loyalty and repeat business
- Profitable with proven demand
- Mobile unit expands reach and convenience

Weaknesses?

- Limited tangible asset base (value lies primarily in goodwill and client base)
- Potential dependence on skilled groomers
- Capacity constraints if demand increases significantly

Opportunities?

- Expansion of mobile fleet to increase coverage
- Leveraging the client database for targeted marketing and promotions
- Growth of subscription/club offering for predictable income
- Upselling of premium grooming and pet care products
- Partnerships with vets, pet shops, and breeders
- Digital marketing and online booking systems to enhance reach

Threats?

- Entry of new competitors in the grooming space
- Economic pressures affecting discretionary spending

What is the reason for the sale?

The seller is relocating to focus on other business interests.