



Date: **15th May 2026**

Business Reference: **38059**

About the Business:

Private school in the Northwest province with boarding facilities including property

This school offers all-inclusive boarding with 24 hours supervision. They provide 3 well balanced meals per day and have controlled study hours Some of our educators reside in the hostel and are involved in day-to-day monitoring of the specified houses. The price includes the primary and high school as well as land and plans to build a TVET college focussed on Agriculture

Private school in the Northwest province with boarding facilities including property



Sector: **Services**

Asking Price:

R 65,000,000

Monthly Profit:

R 843,694

Asset Value:

R 63,000,000

Stock Value:

R 0

Yearly Net Profit :

R 10,124,325



Business Report

Fully describe the business's activities?

This is a Private Secondary and Primary School with boarding facilities on the same premises. Department of Education registered. Full Umalusi Accreditation.

The school has plans for expansion and owns the land that is included in the sale. The expansion is for a college/tertiary facility as well as agricultural land that will be used by the college

How does the business operate on a daily basis?

This is a private school that teaches from Grade R to Grade 12. Some students stay in the hostel with resident educators monitoring the compulsory study and day-to-day activities. They have no more than 25 -30 pupils per class. All teachers are SACE registered

They offer the South Africa's national Curriculum and Assessment Policy Statement (CAPS) and is Umalusi accredited

What Advertising/Marketing is carried out?

Direct marketing to potential feeder schools mainly. Flyers and newspaper advertisements at intervals. The school has a website but it needs updating. Facebook.

A marketing team sets up Pop-up stations over weekends at busy retail and shopping centres. They attend the yearly Schools Expo at the Regional Shopping Centre.

Botswana parents are referred by other parents who keep our marketing material at their businesses in Botswana.

What competition exists?

There are other private schools, but they have either have no sports ground or are more expensive. A close by Curro school's expansion is limited by their already inadequate facilities.

How could the profitability of the business be improved?

Intensifying marketing to increase the numbers.

Approved building plans for a new dormitory are available for expansion of the Boarding Facility to double the available beds space from 140 to 280.

External / corporate funding to subsidise Scholars by means of the now registered NPO

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

1 Executive Principal - 3 Years
1 High School Principal - 10 years
1 Primary School Principal - 6 years
1 Primary School Deputy Principal - 9 years
24 High School Educators - Varies
19 Primary School Educators - Varies
4 High School administration personnel - 4 to 10 years
1 Primary School admin lady - 2 years
1 Sports and transport director - 25 years
4 HS auxiliary ladies - two 34 years, one 4 years, one 3 years.
3 PS auxiliary ladies - 5-9 years
2 Hostel managers. One F one M - F 2 years. M 18 years
8 Hostel staff. - varies but average 10-12 years. Chefs both 17 years.
4 Ground staff. School and farm - 10 years plus

Do any have management potential?

The Principal, as well as the deputy Principal has excellent management qualities

How involved is the Owner in running the business?

Only one of the 3 directors is involved permanently. He runs mostly Financial and general operations.

The senior management team runs all the day-to-day and academic activities

When does the current lease end?

The School owns all the properties and are included in the sale. The main property (3Ha) is zoned as Business 1 with special consent for Private School. Three Residential properties (1800s/m each) and the sport field (8800S/m) Recreational 1

The farm portion is 28 Ha and also Zoned as Educational. An active EIA, SDP and Water use license is available.

What are the trading hours?

The school operates on normal school hours and the boarding facility is 24 hours.

What are the main assets of the business?

The main assets are fixed property and furniture and electronic equipment. The assets register will be available to serious buyers.

Included is a 2007 Toyota Corolla branded, 2013 Isuzu DC bakkie, 2x Yamaha Quads, 3x trailers, Tractor, Slasher and other implements, 12Meter container.

Ride on mower and all other machinery and 8 backup generators.

A complete solar installation supplies the Primary School classrooms.

The business was optimised with LED and separate wiring to be fed in totality by 2 x 7KVa generators.

Strengths?

Fully CAPS-aligned private school from Grade RR-12 — gives parents a complete schooling pathway without transitions.

Consistent academic excellence — This is a major differentiator in the North West.

UMALUSI full accreditation — strong credibility and compliance with national quality standards.

Small class sizes (max 25-30 learners) — supports personalised learning and discipline.

Specialised academies and value-adds such as a Soccer Academy and SA Chef Association Diploma for Hospitality Studies (Grades 10-12).

Boarding facilities on school premises — expands the catchment area and supports enrolment growth.

30+ years of operation — long-standing reputation and community trust

Weaknesses?

Limited differentiation in academic curriculum — although CAPS is standard, there is no unique academic programmes beyond Hospitality and Soccer, which may limit appeal against schools offering robotics, STEM labs, or international curricula.

Potential capacity constraints — small class sizes are a strength but may restrict enrolment growth without expanding facilities.

Brand visibility — despite strong results, the school's marketing presence appears modest, which may limit broader regional awareness.

Opportunities?

Growing demand for quality private schooling in the North West, especially with consistent matric results.

Expansion of academies — e.g., adding STEM, arts, or entrepreneurship academies to attract diverse learners.

Digital learning integration — offering hybrid or online support could differentiate the school and support scalability.

Partnerships with universities or industry bodies — similar to the SA Chef Association partnership, more could be added in IT, engineering, or sports science.

Regional recruitment — boarding allows the school to attract learners from outside Rustenburg and even neighbouring provinces.

Future development of the empty land for a tertiary institute. All paperwork and Accreditations are in place for rapid deployment.

Threats?

Competition from other private and semi-private schools offering IEB or international curricula, which some parents perceive as higher status.

Economic pressure on parents — private school fees may become harder to sustain in a tightening economy.

Regulatory changes — shifts in CAPS, UMALUSI requirements, or education policy could increase compliance costs.

Teacher retention challenges — highly qualified educators are a strength, but competition for talent in private schools is increasing.

Local safety and infrastructure issues — load shedding, transport challenges, and community safety concerns can affect school operations and parent decisions

What is the reason for the sale?

Founder / owner wishes to retire.

Active director wants to pursue other opportunities.