business
for sale



# BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**38197**

About the Business:

## Profitable Gauteng Education Business with Established Track Record and Property Assets

Established Gauteng-based independent school offering a full preschool-to-primary education pathway, with property included and a stable learner base already in place. The business enjoys recurring fee-based income, experienced staff, established operating systems and meaningful upside through further enrolment growth, enhanced marketing and broader service development.

# Profitable Gauteng Education Business with Established Track Record and Property Assets




Sector: **Services**

**Asking Price:**

R 18,000,000

**Monthly Profit:**

R 316,347

Asset Value:
**R 13,834,078**

Stock Value:
**R 0**

Yearly Net Profit :
**R 3,796,165**

# Business Report

## Fully describe the business's activities?

This is an established independent preschool and primary school operating in a tranquil country setting. The business provides education and care for children from approximately 18 months to 13 years, structured across preschool, lower primary and upper primary levels. Its educational model focuses on holistic child development, independence, practical life skills, self-directed learning and a lifelong love of learning. In addition to classroom-based learning, the school benefits from extensive outdoor space and a natural environment, allowing learners to engage with nature, practical activities and experiential learning as part of the broader educational offering. The school also benefits from a dedicated computer centre where learners are introduced to computer literacy, robotics and coding, providing a strong foundation in digital and technological skills from an early age.

## How long has the business been established?

The business has been established since 1996, giving it an operating history of approximately 30 years. This long trading history is a meaningful strength, as it indicates continuity, market acceptance, established systems, and an embedded reputation within its catchment area.

## How long has the owner had the business?

The current owners have been involved with the business for approximately 30 years. This provides a prospective purchaser with the benefit of a long-standing operational foundation, institutional knowledge and continuity in the school’s educational philosophy and management approach.

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

The school operates from Monday to Friday between 07:00 and 18:00, providing a full-day service that accommodates working parents. The academic year is structured around a three-term calendar, with holiday care available. Day-to-day operations are managed through an established leadership structure, including a principal, deputy principal and phase heads, supported by qualified teaching, administrative and operational staff. This allows the business to operate with clear academic oversight, administrative control and practical support services

## How are the clients attracted to the business?

Enrolments are generated through a combination of reputation-based referrals, word-of-mouth recommendations, digital visibility, social media presence, the school’s website, roadside signage and local advertising. In the education sector, parent referrals and reputation are particularly valuable, as school choice is strongly influenced by trust, perceived quality, safety, educational philosophy and the experiences of existing families.

## What Advertising/Marketing is carried out?

Marketing is currently conducted through open days, social media activity, the school website, road signage and local advertising. There is scope for a new owner to formalise and expand the marketing strategy through targeted digital campaigns, search engine visibility, parent testimonial content, community engagement, feeder-area marketing and structured open-day conversion processes. Demand for quality independent education in South Africa remains supported by parents seeking reliable, value-based alternatives to pressured public schooling environments.

## Does the business have any contract work?

Parents enter into ongoing enrolment agreements with the school. The business therefore benefits from recurring fee-based income and a degree of revenue predictability, subject to learner retention and annual enrolment levels. A further strength is that many learners remain enrolled across multiple phases, from preschool through primary school, which supports continuity, retention and long-term family relationships.

## Is the business VAT Registered?

The business is not VAT registered in respect of its core educational services. In South Africa, educational services supplied by qualifying educational institutions are generally treated as exempt supplies under section 12(h) of the Value-Added Tax Act.

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

Yes. Up-to-date management accounts will be made available to qualifying buyers.

## How could the profitability of the business be improved?

Profitability could be improved by increasing enrolments within existing capacity, formalising digital marketing, improving conversion from enquiries and open days, expanding aftercare and holiday-care offerings, utilising the hall and facilities for appropriate community events, optimising ancillary income opportunities, and reviewing cost efficiencies without compromising educational quality. Additional income could also be generated from selective facility hire and structured extracurricular programmes.

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

1. B.Ed Degree - Principal - 17 years of service.
2. B.Ed Degree - Upper Primary Head - 15 years of service.
3. B.Ed Degree with 6-12 Orientation Course - Lower Primary Head - 13 years of service.
4. B.Ed Degree - School Administration - 9 years of service.
5. B.Ed Degree - Teacher - 13 years of service.
6. B.Ed Degree - Teacher - 6 years of service.
7. B.Ed Degree - Teacher - 2 years of service.
8. B.Ed Degree - Teacher - 1.5 years of service.
9. Currently studying towards B.Ed Degree - Assistant Teacher - 1 year of service.
10. Diploma - Preschool Head - 6 years of service.
11. Diploma - Teacher - 15+ years of service.
12. Diploma - Teacher - 10+ years of service.
13. Diploma - Teacher - 5+ years of service.
14. Diploma - Assistant Teacher - 2 years of service.
15. Teaching Diploma - Teacher - 3 years of service.
16. Teacher - 3 years of service.
17. Assistant Teacher - 5+ years of service.
18. Cleaner - 1 year of service.
19. Gardener - 2 years of service.
20. Groundsman - 10 years of service.

The school has an experienced and well-balanced staff complement of 20 employees, including senior leadership, administration, qualified educators, assistant teachers, support staff and grounds personnel. The team includes several long-serving staff members, with multiple employees having more than 10 years' service. This provides continuity, institutional knowledge and stability across the school's academic and operational functions.

## Do any have management potential?

Yes. The business has an established internal leadership structure, including a principal, deputy principal and phase heads across preschool, lower primary and upper primary. This structure reduces reliance on the owners for daily academic management and provides a foundation for continuity under new ownership.

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

The owners are involved mainly at strategic and financial-control level, including oversight of bank accounts, salary payments, selected monthly expenses, mentoring and training. Daily academic and operational management is handled by the internal management team. This structure complements an investor or education-sector operator.

## When does the current lease end?

There is no third-party lease in place, as the premises are owned by the current owners and the property forms part of the transaction.

## What are the trading hours?

Trading hours are Monday to Friday from 07:00 to 18:00. These extended hours provide convenience for working parents and support the school's value proposition by combining education, care and aftercare-style operating flexibility.

## What is the square meters of the business?

The property measures approximately 18,627 square metres. The size of the site is a significant strategic asset, providing space for classrooms, outdoor learning, play areas, sporting facilities, parking and possible future expansion, subject to zoning, regulatory approvals and capacity constraints.

## Do you require a licence?

The school is registered with the relevant education, welfare and health authorities, and all required certificates are in place. This includes registration with the Gauteng Department of Education and the applicable health and social services authorities.

## What are the main assets of the business?

The main assets include the school property and its improvements, comprising 14 classrooms, three offices, a school hall, aftercare facilities, a library, residential accommodation, storage/garage facilities, outdoor play and activity areas, a mini tennis court, swimming pool, sports green, paved parking, duck pond and perimeter fencing. The property and improvements represent a major tangible asset base and contribute directly to the school's differentiated country-school positioning.

## Strengths?

- Approximately 30-year trading history with established profitability.
- Differentiated education model with an independent preschool-to-primary pathway.
- Sizeable property with extensive improvements and a tranquil country setting.
- Experienced staff complement and established internal management structure.
- Strong reputation within its catchment market.
- Current enrolment of 172 pupils against a licensed maximum capacity of 195 pupils, indicating stable enrolment with further capacity for growth.
- Independent from government funding, providing operational autonomy while supported by disciplined fee collection and cost management.

## Weaknesses?

- Reliance on school-fee income.
- Exposure to parent affordability pressures.
- No government funding.

## Opportunities?

- Increasing enrolment numbers within the licensed capacity.
- Expanding structured aftercare and holiday programmes.
- Improving digital marketing and enquiry conversion.
- Leveraging parent referrals and the school's established reputation.
- Introducing additional extracurricular activities.
- Hiring out appropriate facilities and hosting selected community events.
- Broader demand for quality independent education in South Africa may support growth where pricing, quality and location are aligned with parent expectations.

## Threats?

- Affordability pressure on parents.
- Competition from lower-cost public or independent schools.
- Changes in regulatory requirements.

## What is the reason for the sale?

The sellers are retired and reside overseas. After many years of ownership, they wish to transfer the business to a committed purchaser who can be more actively involved in the next phase of growth and development. The reason for sale is therefore succession-related.