business
for sale

BUSINESS REPORT

Date: **17th September 2026**
Business Reference:**37872**

About the Business:

Turnkey wellness business offering established brand presence and recurring revenue streams.

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Sector: **Services**

Asking Price:

R **1,700,000**

Monthly Profit:

R **69,514**

Asset Value:

R **668,591**

Stock Value:

R **0**

Yearly Net Profit :

R **834,165**

Business Report

Fully describe the business's activities?

The business is a boutique pilates business operating from a fully equipped pilates studio in Johannesburg. It has been operating for many years as a specialist in pilates.

How does the business operate on a daily basis?

On a daily basis, the business operates as a pilates training business:
A fitness studio offering structured classes and personalized wellness programs.
This ensures steady revenue from client memberships.
The Academy trains Pilates Students over weekends.

What Advertising/Marketing is carried out?

The business carries out advertising and marketing through a mix of digital channels, community engagement, and reputation-building. Its strategies focus on attracting both fitness clients and aspiring instructors.

What competition exists?

The business faces competition from other Pilates studios, yoga centers, and training academies in Johannesburg and across South Africa. These competitors overlap in fitness services and wellness programs.

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

3 Pilates Instructors; 1 Cleaning Lady; and 1 Office Administrator

Do any have management potential?

Everyone functions independently to make the business work as a whole.

How involved is the Owner in running the business?

Day to day, since the Owner trains some clients and is fully involved in the Student Training. The Owner has the option available of an external trainer as well as internal trainers to assist with student lecture and practical training, should it be necessary.

When does the current lease end?

28 February 2027

What are the trading hours?

The trading hours are Monday to Thursday 6 am to 7 pm, Friday 6 am to 3 pm, Saturday and Sunday they are closed, unless there is Pilates Student training.

What are the main assets of the business?

Mats and a variety of small equipment; Reformers; Towers; Wunda Chairs; Ladder Barrel; Arc Barrels. Kitchen equipment like a fridge; microwave; cutlery. Laptop, 2 Filing Cabinets, Seating Benches, Apple laptop, Water Purifier, Front Desk, Credenza

Strengths?

The business is a well-established boutique wellness and fitness business with a strong reputation, loyal client base and predictable recurring income generated through memberships, private sessions and group classes. The business operates from a fully equipped professional studio offering Pilates, stretch, yoga and specialised wellness programmes to a broad demographic, including general fitness clients, athletes, seniors, rehabilitation clients and pre- and post-natal mothers. Its personalised service model, premium equipment, tranquil studio environment and focus on mobility, posture, injury prevention and overall wellness differentiate it from traditional gyms and support strong client retention, making it a sustainable and attractive business in the growing health and wellness sector.

Weaknesses?

Weaknesses include seasonal demand fluctuations, niche focus, high competition, geographic limitations, and reliance on the owner’s leadership. While these do not undermine its strengths, they highlight areas where strategic investment (e.g., online expansion, diversified marketing, corporate wellness contracts) could reduce risk and improve resilience.

Opportunities?

The business has strong opportunities in digital expansion, corporate wellness, service diversification, youth programs, and franchising. By leveraging its international certification and established reputation, the business can scale beyond its current market and build resilience against seasonal fluctuations.

Threats?

The business faces threats from intense competition, seasonal fluctuations, economic pressures, reliance on the founder, and digital market disruption. Addressing these risks through diversification, online expansion, and corporate partnerships can help mitigate vulnerabilities.

What is the reason for the sale?

The owner is retiring.