business
for sale



BUSINESS REPORT

Date: **2nd November 2026**
Business Reference:**38394**

About the Business:

Professional Skills Development Centre & International makeup distributor

A well-regarded make-up.nail, and hairdressing education business offering accredited, professional training across various disciplines. Renowned for quality teaching, hands-on learning, and preparing graduates to excel in the industry. Also the exclusive distributor of a popular makeup brand.

Professional Skills Development Centre & International makeup distributor



Sector: **Services**

Asking Price:

R 2,680,000

Monthly Profit:

R 88,375

Asset Value:
R 1,040,858

Stock Value:
R 350,000

Yearly Net Profit :
R 1,060,502

Business Report

Fully describe the business's activities?

This well-established private vocational training institution in Gauteng has over 22 years of proven success in the beauty education industry. With expertise in beauty, hairdressing, make-up artistry, nail technology, and special effects, the Academy offers both nationally and internationally accredited qualifications, full-time diploma programs, short courses, and trade testing. It also features a reputable Hairdressing Trade Test Centre and a fully stocked Kryolan Professional Make-Up Shop, serving salons, make-up artists, industry professionals, and the public. As a trusted and recognized brand, it boasts multiple income streams, a strong market presence, and impressive growth potential.

How does the business operate on a daily basis?

The Academy operates as a private vocational training institution in hairdressing, beauty therapy, make-up artistry, nail technology and special effects training. The business generates income primarily through student tuition fees, course enrolments, trade testing services, and related educational products. Daily operations include classroom instruction, practical skills training, student assessments, certification administration, trade testing, and academic support services. The academy is accredited to provide nationally and internationally recognized qualifications within the beauty and personal care industry. The Academy also has a fully stocked Kryolan professional make-up store and distribution, supplying salons, make-up artists and the public, the store also offers make-up services.

What Advertising/Marketing is carried out?

The academy attracts students primarily through digital marketing, including Facebook, Instagram, its company website, WhatsApp enquiries, and ongoing promotion of student achievements, beauty industry career opportunities, and accredited training programmes. Social media appears to be the academy's primary advertising platform.

Social Media Marketing (Facebook & Instagram & TikTok)
Google ads
Website Marketing
School career expo marketing
Word-of-Mouth Referrals
WhatsApp Direct Marketing
Student Portfolio & Success Story Promotion.

What competition exists?

While competition within the beauty education sector is significant, the business has established a recognised local brand and continues to attract students through its reputation, accredited programmes, digital marketing activities, and industry-focused training offerings.

How could the profitability of the business be improved?

The business offers several opportunities to improve profitability through increased student enrolments, expansion of course offerings, enhanced digital marketing, stronger industry partnerships, and the introduction of additional revenue streams. Given the continued demand for beauty and wellness training, management believes there is significant scope to grow both turnover and profitability through the further utilization of existing facilities, expansion of short-course programmes, and broader geographic reach via online learning initiatives. Revenue in the cosmetic sales can be enhanced by signing up more stockists under our distribution.

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

Director & principal (22 years)
Accounts and marketing (22 years)
Teacher & assessor (16 years)
Teacher & assessor (1 year and 2 months
Cleaner (11 years and 4 months)
Cleaner & Invigilator for (5 years and 8 months)
Reception and cosmetic sales (2 Months)
Marketing intern earning a SETA stipend from her college (2 months)

Do any have management potential?

Manager Run

How involved is the Owner in running the business?

Oversight in the daily operations of the business.

When does the current lease end?

30 April 2029

What are the trading hours?

Monday to Friday (8:00 - 17:00)
Saturdays (9:00 - 13:00)

What are the main assets of the business?

The primary asset of academy is its established and recognised vocational training brand, built over 22 years, supported by accredited training programmes, specialised training facilities, a Hairdressing Trade Test Centre, an established student/client base, and a fully stocked Kryolan Professional Make-Up Shop

Strengths?

The academy benefits from an established reputation, accredited and diversified course offerings, strong digital marketing channels, practical hands-on training, recurring student demand, and significant opportunities for future growth. These factors contribute to a well-positioned business within the beauty and wellness education sector. The Kryolan Professional Make-Up Shop benefits from a strong, established customer base built over 22 years of operation, with over 17,000 clients on record. This long-standing customer database provides a valuable source of repeat business and loyal customers, including salons, professional make-up artists, industry professionals and the public.

Weaknesses?

The business operates in a competitive industry and remains dependent on maintaining consistent student enrolment levels. As with most educational institutions, profitability can be affected by economic conditions, student recruitment success, seasonal intake cycles, and the need to continually invest in marketing and academic quality. Despite these challenges, the business has demonstrated an ability to attract students and maintain its position within the local beauty training market.

Opportunities?

The academy is well positioned to increase profitability through higher student enrolments, expanded course offerings, online learning initiatives, stronger industry partnerships, and the introduction of additional revenue streams. The ongoing growth and resilience of the beauty and wellness sector provide a solid foundation for future expansion and increased market share. Revenue can also be increased by signing up more stockists under our Kryolan professional make-up distribution.

Threats?

The primary threats facing the business include increased competition, economic pressures affecting student affordability, the growth of online education providers, regulatory changes, and the need to continually adapt to evolving industry trends. Despite these risks, the business is supported by an established brand, accredited programmes, and a growing beauty and wellness industry, which help mitigate these external threats.

What is the reason for the sale?

The owners have run the business for 22 years and now want to pursue other interests.