business
for sale



BUSINESS REPORT

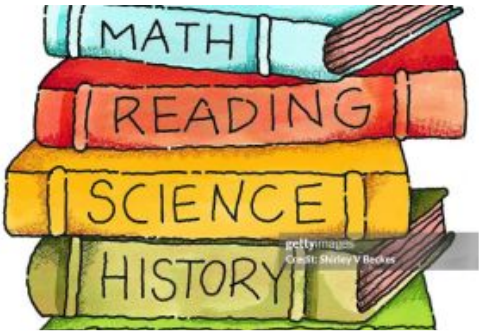
Date: **5th November 2026**
Business Reference:**37311**

About the Business:

Established Private School for Sale – High-Quality Education with Properties Included

Profitable private school for sale offering consistent income, growth opportunities, and two valuable properties included. Well-managed by experienced educational leaders, the school delivers quality, personalised education from early childhood to Grade 12. A rare opportunity to acquire a reputable, fully operational school with strong community standing

Established Private School for Sale – High-Quality Education with Properties Included



Sector: **Services**

Asking Price:

R 22,000,000

Monthly Profit:

R 354,166

Asset Value:
R 11,800,000

Stock Value:
R 0

Yearly Net Profit :
R 4,249,996

Business Report

Fully describe the business's activities?

The business operates as a privately owned combined-phase educational institution offering instruction from early childhood development through to Grade 12. It provides a comprehensive academic programme aligned with the national CAPS curriculum, supported by small class sizes and personalised teaching. Academic activities span the Foundation, Intermediate, Senior, and Further Education and Training (FET) phases, with subjects including core languages, mathematics, sciences, technology, business, and social studies.
In addition to the formal curriculum, the school offers aftercare, supervised homework sessions, and extra lessons to ensure consistent learner support. The learning environment is structured, safe, and nurturing, with strong emphasis placed on discipline, academic excellence, and individual growth.
Parental involvement forms an integral part of the operating model, with ongoing communication between staff and families encouraged to enhance learner outcomes. The institution manages its own admissions, fee administration, staffing, and compliance with education department regulations. Its operational focus is on delivering quality education through small classes, qualified educators, and sustained learner development within a supportive community setting.

How does the business operate on a daily basis?

The institution operates on a structured weekday schedule, typically from early morning until late afternoon. Academic and administrative staff arrive before the start of classes to prepare lessons, update registers, and ensure classrooms are ready for the day. Learners follow a set timetable based on the national CAPS curriculum, with subjects rotating throughout the day across various grades and learning phases.
The school is managed on-site by a principal and vice-principal, who oversee daily academic and operational activities. They are responsible for staff coordination, learner discipline, timetable management, and ensuring compliance with curriculum and departmental requirements. Administrative staff support these functions by managing attendance, admissions, fee administration, communication with parents, and general office duties.
The owner fulfils a strategic oversight role and is not based on-site every day. Their involvement centres on long-term planning, budgeting, marketing, and ensuring the overall growth and sustainability of the business. This structure allows the management team to handle day-to-day operations while the owner focuses on governance and strategic direction.
Teaching staff conduct lessons in spacious, well-equipped classrooms, with class sizes intentionally capped to maintain a high standard of individual attention and quality education. After formal teaching hours, structured aftercare and extra-lesson programmes are offered to support academic performance and working parents.
Maintenance, cleaning, and security activities are performed in the late afternoon to ensure a safe, orderly environment for the following day.
Daily operations emphasise professionalism, discipline, and learner development within a supportive, well-managed environment that balances academic performance with operational efficiency.

What Advertising/Marketing is carried out?

The business attracts clients through a combination of word-of-mouth referrals, digital presence, and community engagement. Its reputation for high-quality, personalised education drives most enrolments via parent recommendations.
Marketing activities include maintaining a website and social media channels, participating in local events and school expos, and using signage and brochures to enhance local visibility.

What competition exists?

There are various other private schools.

How could the profitability of the business be improved?

Profitability could be improved by optimising tuition fees, increasing enrolment, offering value-added services such as aftercare or enrichment programmes, controlling operating costs, leveraging facilities during off-hours, and strengthening learner retention.

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

A full breakdown will be made available during due diligence

How involved is the Owner in running the business?

By weekly meetings with the management team

When does the current lease end?

The business owns two properties, both of which are included in the transaction. A third property, currently leased and used as a playground, is not included but can be purchased separately if the buyer wishes

What are the trading hours?

7h30 to 18h00 Monday to Friday

What are the main assets of the business?

Two fully zoned properties with furniture and fittings.

Strengths?

High-Quality Education: Offers a CAPS-aligned curriculum with a focus on academic excellence.
Small, Capped Class Sizes: Ensures personalised attention and strong learner support.
Experienced Management: Principal and vice-principal handle day-to-day operations, while the owner focuses on strategic growth.
Established Reputation: Positive word-of-mouth referrals from satisfied parents enhance enrolment.
Full Phase Coverage: Provides continuity from early childhood through Grade 12.
Aftercare and Support Programs: Structured aftercare and extra lessons add value for parents.

Weaknesses?

Limited Marketing Reach: Relatively low-profile outside local community; relies heavily on referrals.
Dependence on Key Staff: Daily operations rely on principal, vice-principal, and teaching staff; turnover could impact quality.

Opportunities?

Expand Enrolments: Attract more learners through enhanced marketing, sibling incentives, and community outreach.
Value-Added Services: Introduce holiday programmes, enrichment courses, or additional extracurricular activities for extra revenue.
Facility Utilisation: Rent facilities during off-hours or holidays for community events or private lessons.
Acquisition of Third Property: Purchase of the leased playground could increase assets and control over facilities.
Digital Learning: Hybrid or online programmes could attract learners outside the immediate area.

Threats?

Economic Conditions: Economic downturns may affect parents' ability to pay tuition fees.

What is the reason for the sale?

The owner wishes to retire