

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

# BUSINESS REPORT

Date: **11th December 2025**  
Business Reference: **37489**

About the Business:

**Well established preschool in East Rand for sale.**

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In great location for young families, lots of room for expansion.

# Well established preschool in East Rand for sale.



Sector: **Services**

Asking Price:

R **900,000**

Monthly Profit:

R **17,182**

Asset Value:

R **736,867**

Stock Value:

R **0**

Yearly Net Profit :

R **206,184**



# Business Report

## Fully describe the business's activities?

The business is a pre school catering to the needs and development of children aged 2 to 6 years of age. The school is located on a prominent, easily accessed property in the near East Rand. The price of the school includes all fixtures and fittings. The school facility is licensed to accommodate 75 children.

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

Children are dropped at the school in the morning and collected after lunch or later in the afternoon. The school also offers an after care programme with children collected at 5 pm.

## What Advertising/Marketing is carried out?

The school has a website.  
There is an elevated advertising board on the school property which can be used to advertise the school or used as a revenue generator for commercial products or services to be advertised.

## What competition exists?

There are other preschools in the area.

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

Increased awareness through advertising. The school is below capacity at present in line with the wishes of the owner.

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

The Owner is the principal - 28 years  
Junior tutor - 19 years  
Grade R tutor - 6 years  
Cleaner / helper - 10 years

### Do any have management potential?

Yes

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

100% daily

### When does the current lease end?

The lease would be subject to negotiation. The sale could include the property which is owned by the seller. This would be covered under a separate transaction with the price to be negotiated.

### What are the trading hours?

06h30 to 17h30 Monday to Friday

### What are the main assets of the business?

Land and buildings to be negotiated, currently not included in sale  
Advertising site for rental income  
Brand name  
Furniture  
Playground

### Strengths?

Sound reputation built over 30 years  
High profile location  
Affluent neighbourhood  
Increasing incidence of young families in neighbourhood  
Sound, principle based education philosophy  
Permanence is guaranteed as the property is sold with the school

### Weaknesses?

School is ticking over, would benefit from new management  
Low awareness

## Opportunities?

Increased awareness amongst younger parents  
Facilities have consent use for 75 pre schoolers, enabling a significant rise in revenue  
Social media platforms are under utilised  
Advertising Site can be rented to generate extra income

## Threats?

Competitive institutions in neighbouring areas  
Economic cycle

## What is the reason for the sale?

Owner has relocated some distance away and no longer wishes to travel daily to the school