

business
for sale



Date: **28th May 2026**

Business Reference: **BFS00322**

About the Business:

Mommy Wellness - Durban

Own a franchise that is redefining wellness for women and families in South Africa. Mommy Wellness is a unique, purpose-driven spa and wellness brand focused on supporting women through every stage of motherhood and womanhood — from fertility and pregnancy to postpartum, family wellness, stress support, and menopause. With an established national footprint, proven systems, specialised treatments,

strong brand identity, training and ongoing support, this is more than just a beauty business — it's a disruptive wellness concept with strong growth potential in a market looking for more meaningful, personalised care. Ideal for passionate entrepreneurs wanting to own a business that combines purpose, profitability, and community impact.

Mommy Wellness - Durban



Sector: **New Franchise Opportunities**

Asking Price:

R 430,000

Monthly Profit:

R 0

Asset Value:

R 130,000

Stock Value:

R 90,000

Yearly Net Profit :

R 0



Business Report

What is the Franchise opportunity about?

Join a thriving spa and wellness brand focused on women and families.

This isn't just a business opportunity, it's a chance to make a difference, to offer support, wellness, and care to moms in every stage of their journey!

At Mommy Wellness Day Spa we don't go for the conventional. For us the word "spa" has a far more profound and special meaning. At Mommy Wellness, we understand that womanhood is a journey with many phases, each bringing its own joys, challenges, and transformations. No two women are the same, and no two phases of womanhood require the same approach, and so we don't treat them that way. That's why we've created specialised treatments designed to support women through every stage of motherhood, as well as specialised treatments for their families.

How long has the Franchise group been established for?

Mommy Wellness has been established since 2012.

How many existing franchisees are there in the group and for how long have they been operating?

There are already ten successful Mommy Wellness franchises.

In which provinces/ areas are the existing franchisees located in?

There are already franchises in Cape Town, Johannesburg, and East London.

Is the business VAT Registered?

Yes, Mommy Wellness is a VAT-registered business.

Estimated monthly net profit?

This will be indicated in the disclosure document sent to serious buyers.

How many employees?

A new franchise usually starts with two employees and grows from there.

How involved is the Owner in running the business?

The owner of the franchise will be involved on a daily basis - either remotely or in house.

Do you require a licence?

No licenses are required to operate.

What are the main assets of the business?

Stock, equipment and furniture is included in the asking price.

Stock: R90k

Equipment: R85k

Furniture: R45k

The main asset is the brand of *Mommy Wellness*.

What is the reason for the sale?

The franchisor's decision to franchise Mommy Wellness Day Spa holds tremendous advantages for both the franchisor and the franchisee. The franchisor will realise her expansion plans far sooner, at a faster rate and much more cost-effectively than otherwise, simultaneously partnering with franchisees who will have made substantial investments in their franchised businesses and who would consequently display a higher degree of commitment towards the success of these businesses.

Franchisees on the other hand, will have the ready use of the brand, immediate access to the franchisor's intellectual property and know-how, benefit from a proven, tried and tested system, receive comprehensive initial and ongoing training and group, and benefit from the future network's joint advertising.

What is the Franchise joining Fee?

The initial franchise fee is R110k.

What is the monthly royalty, management and marketing fees?

5% Royalties,

2% Advertising

What training is provided for new franchisees and staff members? Is there a cost associated with this?

There will be training provided, which is included in the franchise price.

Where will training take place and for how long?

Training will take place at the identified premises for one week.

What support and backup is offered to the franchisee?

There is ongoing support given to franchisees.

Does the franchise have to be owner operated?

It is not required that the franchise is owner operated.

What type of premises do a new franchisee require to operate the franchise?

A retail space of about 80sq is required.

Will the franchisor assist in identifying or acquiring premises and will assistance be provided with negotiating the lease on behalf of the franchisee?

The franchisor helps with identifying and acquiring a premises, and will assist with lease negotiations.

What skills and background is the franchisor looking for in a prospective franchisee?

A prospective franchisee should possess business and management skills, and should have some background in marketing.