



# SPA FOR SALE



# BACKGROUND

In 2005, Marietjie Fryer obtained a shelf company and the name was changed to Multi-Skilled Professional Consultants (Pty) Ltd. The company is trading as Mooikloof Spa. There is only one director i.e. Maria Jacoba (Marietjie) Fryer with 100% shareholding. The spa was opened on 14 June 2007.

## **Description of the business and its markets.**

The Mooikloof Spa offers a wide selection of affordable and quality services related to a combination of beauty, health, spa treatments and products. The business concept utilizes services rendered to the public in professional and exclusive surroundings utilizing highly trained and qualified personnel. It provides both male and female clientele a unique place to indulge their senses and relax within close proximity of the client's home or business environment.

The Spa is ideal to host small corporate events, kitchen teas, stork teas and birthday parties, with the staff providing a unique and different experience to these traditionally mundane events.

The site is located on the urban fringe in Pretoria East. The site is located in an up market area which is experiencing exceptional residential growth. It is in a shopping centre which was developed for the purposes of being a lifestyle enhancement as well as a convenience centre to the community.

The spa is an anchor tenant together with a Super SPAR at the entrance of an exclusive estate i.e. Mooikloof Estate. Residents driving into this estate will see Mooikloof spa on their right. Each tenant in the shopping centre has been carefully targeted and selected with the purpose to add value to the lifestyle of the community.

The centre is located on a main road, the M30, and on the corner of Garsfontein Drive (M30) & Jollify Street. All residents in this high growth area will pass the centre on a daily basis with the Spa being very visible from the main road. A robot has been erected at the crossing of Garsfontein Drive and Jollify Street, forcing residents to stop and look at the centre.

## **VIABILITY OF THE SITE LOCATION?**

The business being in the the Mooikloof Village Centre at the entrance to Mooikloof Estate is well located to intercept home bound traffic. Closest centre is 3 km away – Woodlands Boulevard. Why drive there if it is right on your doorstep.

Corporate companies – close to office. Suffice parking facilities. Relaxed environment – away from the buzz of the city and traffic. Combating the effects of a stress-weary world, lifestyle centres such as Mooikloof Village are becoming the popular new genre for health and wellness. These facilities offer the convenience of spa therapies, such as skin care, massage, exercise and nutritional counselling.

Potential client base in the residential areas of Mooikloof (2096 households).

Visibility of the Spa from the main road. Exclusive upmarket interior design that complements the life style enhancement brand of centre. The shops next to the Spa are a reputable hair salon to the left and a pharmacy to the right of the spa. This will attract the attention of customers visiting the hair salon and pharmacy. Each a necessity in the health and wellness lifestyle of male and female residents.

The beauty and spa industry is a fragmented industry with very little regulation. Because of the enormous growth of the industry plus the lack of regulation a huge opportunity exists to really create a venue that is superior in its offering and its service. No similar venue with such infrastructure exists in Pretoria.

# CLIENTELE

Mooikloof spa has an existing client base of 1845 of which 58.32% is regular clients visiting the spa on a monthly basis.

Mooikloof spa are regularly being visited by high profile government officials and celebrities residing in the Mooikloof area.

Majority of the clients resides in the Mooikloof Ridge Estate, Mooikloof Estate, Mooikloof View, Mooikloof Glen, Mooikloof Heights, Grootfontein Estate with a total of 2,096 households.

The majority of the households (50%) are in the R14, 000 / month income bracket, 17 % in the R40, 000 / month income bracket and 12% in the R100,000 / month income bracket.

The client profile is generally white and Afrikaans speaking. 75 % White households and 25% black households.

Christianity is the predominant religion in the area.

The majority of the residents are young families between the ages of 30 and 44 years with the majority of children between the ages of 5 to 14 years old.

46% of the population are in possession of a tertiary qualification.

71% of the residents between the ages of 20 and 65 years is employed.

There is a high level of entrepreneurship in the area with 23% of the people employed being employers or self employed.

The workforce works generally in professional environments in the fields of finance, insurance, and community services with 72% being white collar workers.

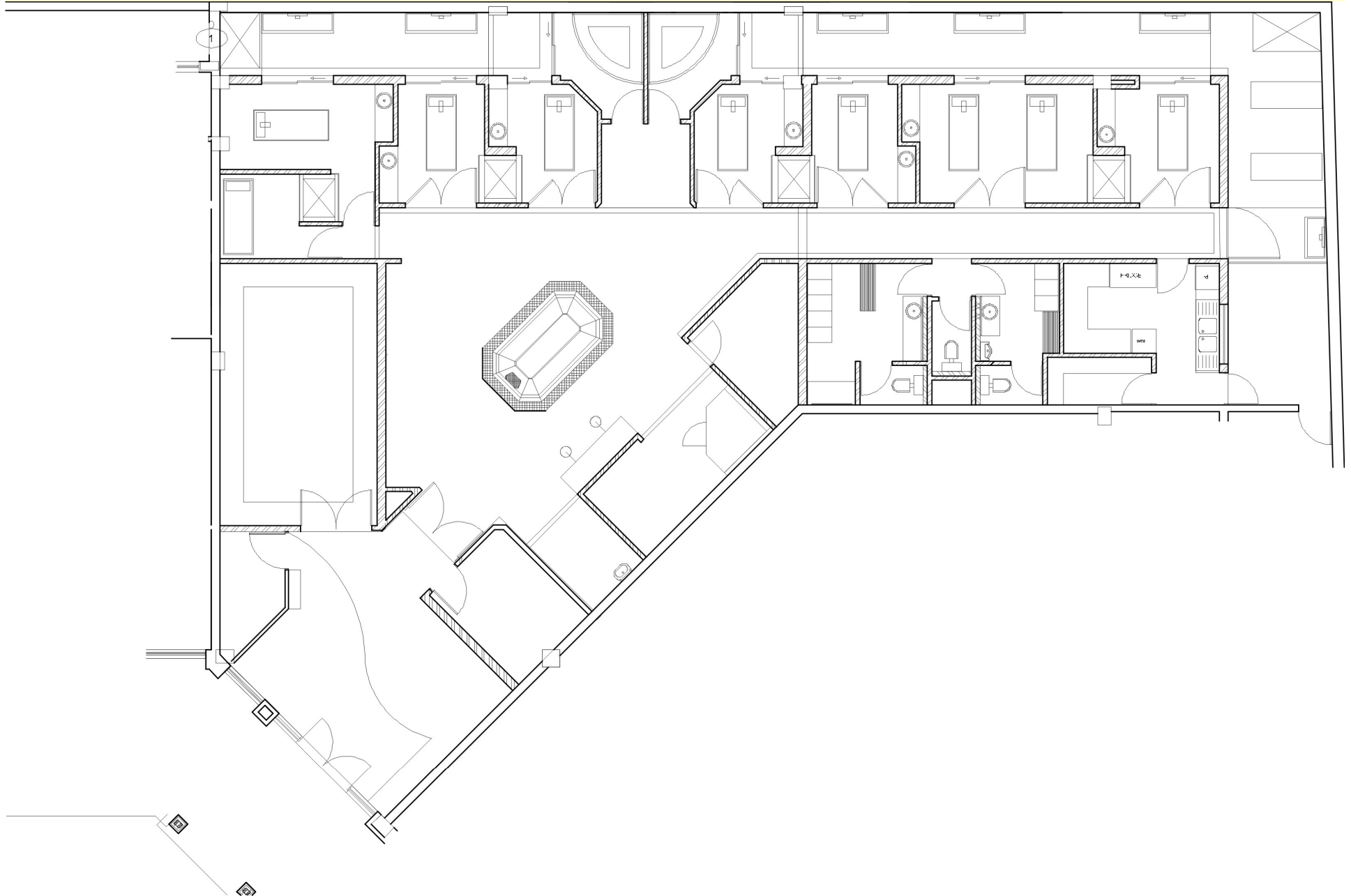
# THE FACILITY

The Spa comprises of 308m<sup>2</sup> of indoor area which accommodates the following facilities:

- A reception area with aircon and retail display area, client consultation area and a 40" LCD screen for advertisement purposes.
- A boardroom with aircon that can seat 10 delegates with the latest business technology available.
- A fully equipped kitchen with wooden cupboards, granite tops, fridge, industrial washing machine and industrial tumble dryer.
- A central spa area with a 10 seat heated Jacuzzi, a relaxation area and a 40" LCD screen for advertisements.
- An open area that can be utilised as a second relaxation area.
- A managers office with fax and copier facility.
- 2 x Store rooms.
- 1 x Public toilet.
- 1 x Male dressing room with toilet.
- 1 x Female dressing room with toilet.
- A kneipp therapy area that can seat 2 persons.
- A nail bar for manicures and/or nail systems.
- A rasul chamber that can seat 2 persons.
- A sunbed room with Ergoline vertical sunbed.
- 6 x Single treatment rooms with adjoining showers.
- 1 x Double treatment room.
- 2 x Hydro jet bath rooms.
- 8 x Individual sound systems in each treatment room.
- Central areas sound system.
- Computerised booking & management system (ESP)
- Server with VNC Viewer 4
- Electronic equipment i.e. 3 Standalone Desktops & 1 x Laptop
- Central LG Aircon System

The exterior area comprises of 70m<sup>2</sup> and accommodates an exterior wooden deck treatment area, an outside shower and Staff rest area.

# SPA LAYOUT



## **BOARDROOM FACILITY**

The Boardroom facility can accommodate 10 delegates and is equipped with the latest, essential equipment - LCD projectors, television and sound equipment. All ready to “plug-and-play” with easy connectivity to the ADSL, data and fax points.

The conference facilities are ideal for the more intimate team building or management strategy meetings, ensuring privacy and pleasant surroundings.

## **TREATMENT ROOMS**

The treatments rooms were design to make full use of the available space. Each room has the following facilities:

- A sliding door that opens to the outside deck area.
- Sound system.
- Dimmer lights.
- Ceramic Wash basin.
- Wooden cupboards with travertine tops.
- Specially designed wooden beds with hole and adjustable backrest settings as well as storage space below the bed.
- Hot Cabinet.
- 2 Draw trolley.

## **RASUL CHAMBER TREATMENT**

A Traditional Middle Eastern method of self exfoliation & cleansing, using mud & herb scented steam.

## **KNEIPP THERAPY**

A stimulating Hot & Cold Foot Treatment

# PRODUCTS

## Skincare

Dermalogica

Lamelle

Babor

Coverderm

Purelogical

2<sup>nd</sup> Youth

## Body Treatments

Sea of Life

Chili Wrap

Depilève

# EQUIPMENT

**New-Life™** with **B.E.A.M™** technology is a non-invasive treatment for skin tightening and lifting with *no recovery time*.  
Circumferential Reduction / Face lifting and Tightening / Body Contouring / Breast and Buttocks Lifting / Fine Wrinkles / Acne Clearance / Lymphatic Drainage.

Designed specifically for the Med Spa environment, **IPL eStyle** will position you to capitalize on exploding market demand for non-invasive, aesthetic treatments i.e. ReFirme™ Skin Tightening / Skin Rejuvenation / Hair Removal / Acne Treatment.

Powered by the revolutionary **eIos™** Technology, **VelaSmooth** is the first and leading *FDA-cleared* non-invasive medical solution for the reduction of cellulite. A Proven Solution for Multiple Treatment Areas: Posterior Thigh / Buttocks / Outer Thigh & Hip / Anterior Thigh / Inner Thigh / Upper Arm / Neck / Saddlebags / Love Handles & Abdomen.

**Diamond Tip Microdermabrasion** treatment results in a softer, more precise and safer skin exfoliation. There is minimum maintenance required and no expensive consumables are needed. Minimise the appearance of: Sun damaged Skin / Fine lines / wrinkles / Acne and trauma scars / Crows eyes / Acne Spots / hyper pigmentation / Acne Clearance & Lymphatic Drainage.

**The Ergoline Stand-up series Sunbed** delivers tanning power—straight up. The Surround Tan principle ensures an even, all-round tan, while 180W UV lamps turn Lounge and Vertical into real power towers. Tanning power takes a different route with Ergoline Vertical. The Surround Tan principle with 48 extra-powerful UV lamps in the Vertical model will give your customers a deep, rich tan. The two-metre lamps deliver a powerful 86.3 kilojoules per minute in the Vertical model. A special feature in the Ergoline Vertical is the Top Cooling that keeps the air pleasantly cool with a fan positioned at the head of the unit. Vertical also features Voice Info, a refreshingly powerful fan and ergonomic acrylic handgrips to ensure a completely relaxed, pleasant tanning experience.

# TREATMENTS

- Facial Treatments
- Resurfacing Treatments – Chemical Peels
  - Specialised Face Treatments i.e.  
Non-Surgical Facelift, Virtual Facial Mesotherapy, Microdermabrasion, Botox®  
IPL Skin Rejuvenation  
IPL Skin Tightening  
IPL Permanent Hair Reduction
- Tinting
- Massage Treatments
  - Wax Treatments
  - Hand & Feet Treatments
    - Kneipp Therapy
  - Rasul Chamber Treatment
- Nail Systems & Nail Art i.e. BioSculpture & Young Nails Systems
  - Permanent Make-up
  - Special Occasion Make-up
    - Spa Packages
      - Tanning
    - Slimming Treatments
    - Hydrotherapy Treatments
  - Full Body Exfoliation & Body Wraps
    - Detox Programs
    - Gift Vouchers

# PROPOSAL

Mooikloof Spa is for sale as a going concern for the amount of R1.5m (all inclusive).

This price includes all shop fitment and furniture which amounts to R2.4m and electronic and aesthetic equipment to the amount of R1.5m.

The landlord has been briefed iro the sale and are prepared to enter into a new contract with potential buyers.

The for sale amount will be utilised to release all electronic and aesthetic equipment (except vertical sunbed) from amounts owing app R780k, ensuring a debt free business.

The spa started with no bridging finance and reached breakeven point in November 2008.

Minimum operating cost per month amounts to R87k. This excludes the variable cost of products.

Financial Management Reports are available on request and signing of confidentiality agreement.

Contact : Marietjie Fryer (082 888 7396) or Dirk van Dyk (082 904 3327)