



For Sale

Location: **Melbourne**
Asking: **\$425,000**
Type: **Services-Professional**

PREMIUM DAY SPA & WELLNESS BUSINESS INNER MELBOURNE

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\$425,000 | \$600K+ Turnover | Recognised Brand | Profitable | 20,000+ Customer Database | Management-Friendly

A rare opportunity to acquire a highly established Day Spa & Wellness business with a recognised brand, highly desirable business name and domain, substantial customer database and sophisticated operating systems already in place.

Operating successfully for approximately 7 years from a prominent inner-Melbourne location, the business has developed a strong position within the massage, beauty, spa and wellness market.

This is far more than a fitted-out day spa. An incoming purchaser will acquire an established operating platform comprising the brand, business name, premium domain, digital presence, 20,000+ customer database, online booking and payment infrastructure, experienced and loyal team, extensive treatment facilities, equipment and established operating systems.

Annual turnover is approximately \$600,000+, with strong adjusted earnings after legitimate business add-backs and owner-related expenses.

Importantly, the current working owner is involved for approximately 20 hours per week, supported by a stable, experienced and loyal team and established systems.

This creates an attractive opportunity for an existing industry operator seeking expansion, an owner-operator, or a purchaser looking for a substantial wellness business that does not require the owner to personally deliver treatments or be onsite six or seven days per week.

KEY INVESTMENT HIGHLIGHTS

Contact:

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Business Brokers Network
Australia
Broker Ref: 26440



Approximately \$600,000+ annual turnover

Approximately 7 years of established trading history

Recognised and established brand

Highly desirable business name and domain

Customer database exceeding 20,000

Strong established and repeat customer base

Current working-owner involvement approximately 20 hours per week

Stable, experienced and loyal team

Established digital and IT operating infrastructure

Dedicated online booking and payment system

Customers can conveniently book and pay online

Established operational systems designed to streamline administration

Professionally presented, substantial premises

6 treatment rooms

Approximately 11 treatment tables

Approximately 9 foot treatment stations

Dedicated jacuzzi and sauna facilities

Extensive massage, facial, hair, spa and wellness treatment menu

More than \$100,000 invested into premises and facilities

Significant fit-out and equipment already in place

Long-term 5 + 5 year lease

Rent approximately \$6,000 per month plus outgoings

Excellent inner-Melbourne catchment

Multiple established revenue streams

Significant infrastructure already in place for an incoming purchaser

AN ESTABLISHED BRAND NOT A START-UP

One of the key strengths of this opportunity is the amount of time, investment and infrastructure already committed to building the business.

An incoming purchaser does not need to start with an empty premises and spend years developing a name, website, customer following, treatment offering, team and operating systems.

The business has already established a recognised market presence and brand, together with a highly desirable business name and domain that form an important part of the acquisition.

These assets are supported by a customer database exceeding 20,000, providing the incoming purchaser with an established audience for customer retention, reactivation, email and SMS marketing, memberships, packages, gift vouchers and new service launches.

The business has developed its own established digital and IT operating infrastructure, including an online booking and payment system that allows customers to manage much of their booking journey digitally.

Customers can conveniently select treatments, make bookings and complete payments online, helping streamline administration and reduce reliance on manual booking processes.

For an incoming purchaser, this means the core digital infrastructure required to operate and scale the business is already established.

SUBSTANTIAL FACILITIES & FIT-OUT

Considerable investment has been made in developing the premises into a comprehensive wellness destination.

The business includes 6 treatment rooms, approximately 11 treatment tables, approximately 9 foot treatment stations, dedicated jacuzzi and sauna facilities, together with the infrastructure and equipment required to deliver a broad range of wellness services.

More than \$100,000 has been invested into the premises and facilities, providing an incoming purchaser with substantial existing infrastructure and avoiding much of the cost, complexity and downtime associated with establishing a comparable operation from scratch.

DIVERSE SERVICE & REVENUE OFFERING

The business provides an extensive range of services across massage, beauty and wellness, including:

Massage and body treatments, facials and skin treatments, hair treatments, spa experiences, jacuzzi and sauna services and other wellness treatments.

This broad service mix provides multiple revenue streams rather than dependence on a single treatment category.

There is also considerable opportunity for an incoming purchaser to further develop revenue through memberships, prepaid treatment packages, gift vouchers, premium treatments, retail products, corporate wellness, loyalty programs and targeted marketing to the existing 20,000+ customer database.

MANAGEMENT-FRIENDLY OPERATION

Despite the scale of the operation, current working-owner involvement is approximately 20 hours per week.

A stable and loyal team, established operating procedures and online booking/payment infrastructure support the day-to-day operation of the business.

time.

IDEAL PURCHASER

Industry expansion For an established massage, beauty, day spa or wellness operator, this represents an opportunity to acquire immediate scale in inner Melbourne.

Rather than spending significant capital establishing new premises and then building a brand, team and customer database over several years, an incoming operator can acquire an established profitable platform from day one.

The business may also suit an experienced therapist ready to acquire their own established business or an investor/operator wanting a substantial business with limited owner hours, an established team and mature operating systems already in place.

Opportunities combining this level of infrastructure, operating history, customer database, digital systems and limited working-owner involvement can be difficult and costly to replicate from the ground up.

ASKING PRICE: \$425,000

Confidential Sale

Further financial information and supporting business documentation can then be made available to qualified purchasers.

Inspection strictly by appointment only.