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Beauty at 28

28 Brentwood Avenue, Jesmond NE2 3DH

- High Class Beauty Salon
- Turnover £170,786 (year end 2023)
- Located within an Affluent Suburb
- Rent £21,000 plus vat per annum
- Established 2004
- Business Website including on-line store
- Presented to a High Standard
- 1,145 Active Customers / 2,195 Database Customers
- Ground & Basement Levels
- On Street Parking
- Phorest Booking System
- Award Winning (Best Beauty Salon/Nail Salon) Tyne & Wear 4 years running

Price: £75,000 + plus stock at valuation

BUSINESS FOR SALE

Location

The business is situated on the very desirable Brentwood Avenue, in Jesmond within a parade of shops, which houses a variety of high quality businesses including Arlo's, Cake Stories Coffee House and Sweaty Betty. Jesmond is considered an affluent suburb of Newcastle upon Tyne. It is a densely populated area made up of young professionals, families and students. There is ample free on street parking along the parade.

The Opportunity

- An established business with strong brand identity
- Excellent sought-after location.
- Client base demographics matched to location with many in A+ B segment of the market.
- Loyal customers with high repeat business over many years.
- Established business support team including HR.
- Excellent supply chain relationships.
- Phorest digital booking system.
- The business has its own website where clients can buy products direct. (www.beauty28.co.uk).

Description

The business was established in 2004 under the name Julie Carter Beauty with our clients taking over in late 2018. Since taking over they have heavily invested in to the infrastructure, fixtures and fittings and equipment. Beauty at 28 is an upmarket beauty salon offering a wide range of services and treatments with 1,145 active customers from the Newcastle and outlining residential areas, many have been with the salon from the beginning. The business has an excellent reputation for quality, service and innovation in the beauty business in the North East and fully trained and qualified staff many that have been with the business from the start.

Keys Facts

Solid business with a strong culture with a team that will carry these essential traits forward. Corian 4 seat nail bar in reception area, 5 treatment rooms one being a dedicated spray tan room. Large basement office, staff kitchen/breakout/toilet and storage area. Separate washing and drying room. In addition to Environ, the salon offers CACI ultra-treatments, Guinot, Bio Sculpture, The Gel Bottle, Shellac, Jessica, Lycon waxing and Vita Liberata tanning. Latest Phorest appointment booking system allowing clients to book appointments over the phone or online. Up to date website with sales section for offers and gift vouchers. Configured to sell other products and gifts. Integrated two zone sound system in all rooms. Recently refurbished to a very high standard and decorated throughout. Staff fully trained across all products and treatments. Reputation, all treatments full researched and tested before being offered ensuring assurance to our customers. Excellent Health and Safety record with up to date training log.

Awards

2021 Best Beauty Salon Tyne & Wear (England Business Awards). 2022 Best Nail Salon, 2023 Best Beauty Salon, 2024 Best Beauty and Nail Salon.

Turnover

Turnover	Gross Profit	Date
£144,153	£98,687	Year end April 2022
£170,786	£127,754	Year end April 2023

Tenure

Leasehold – 10 Year lease commenced June 2022. Review date every 5th anniversary.

Staff

The owner runs the business full time (mainly on reception & the admin side of the business) with the assistance of 1 full time member of staff and 6 part time members of staff (1 of which is currently on maternity leave).

Opening Times

5 days a week, closed Monday with late night opening Thursday and Fridays.

Rent

£21,000 plus vat per annum, paid quarterly in advance.

Price

£75,000 plus stock at valuation

Stock

The stock levels run at circa £25,000.

Viewing

Strictly by appointment through this office.

Rateable Value

The 2024 Rating List entry is Rateable Value £15,250

Important Notice

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