



BUSINESS REPORT

Date: **24th September 2026**

Business Reference: **38415**

About the Business:

Established Fast-Food Franchise in Prime Location

Well-established fast-food franchise situated in a busy, high-foot-traffic area with a strong local customer base. The business is fully manager-run and offers excellent potential for further growth with a more hands-on owner.

Established Fast-Food Franchise in Prime Location



Sector: **Food**

Asking Price:

R 1,600,000

Monthly Profit:

R 28,676

Asset Value:

R 1,160,000

Stock Value:

R 50,000

Yearly Net Profit :

R 229,408



Business Report

Fully describe the business's activities?

The business operates as a fast-food franchise situated in a busy strip mall, offering prepared fast-food meals and related products. The business operates within a franchise model, with established systems and procedures to support the day-to-day operation.

The business is currently managed with staff in place; however, there is potential for improved performance and growth through greater hands-on involvement by the owner, particularly in areas such as staff management, customer service, stock control, marketing and overall operational oversight.

How does the business operate on a daily basis?

The business operates on a manager-run basis. The manager is responsible for opening and closing the store and oversees all day-to-day operations, including staff supervision, customer service, stock control, cash handling, ordering and general operational requirements. The business is structured to operate efficiently without the owner needing to be involved in the daily running of the store.

What Advertising/Marketing is carried out?

The franchisor carries out ongoing brand advertising and promotional campaigns, including social media advertising and the distribution of promotional pamphlets. The business also undertakes local advertising within the surrounding community and benefits from word-of-mouth referrals and the established recognition of the franchise brand.

What competition exists?

The business operates in a competitive fast-food market, with competition from other franchised and independent fast-food outlets in the surrounding area. However, the business benefits from an established franchise brand, a loyal local customer base, competitive pricing and convenient access. The business has maintained its position in the local market despite the presence of competitors.

How could the profitability of the business be improved?

Profitability could be further improved through increased owner involvement in the business. A more hands-on approach could assist with tighter cost control, staff management, stock control, local marketing and identifying opportunities to increase sales. Given that the business is currently only manager-run, an active owner could potentially improve efficiencies and overall profitability.

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

Manager: 2 years of service – responsible for overseeing the day-to-day operations and staff.

Kitchen Assistant:x1 year of service – assists with food preparation and general kitchen duties.

3x Kitchen Assistants Approximately 6 months of service each – assist with food preparation, cleaning and general kitchen duties.

Do any have management potential?

There are Managers in place

How involved is the Owner in running the business?

Nothing at all

When does the current lease end?

31 October 2029

What are the trading hours?

10am to 8pm Monday - Sunday

What are the main assets of the business?

Equipment, signage and shop fittings

Strengths?

- Busy strip-mall location serving a large surrounding residential community.
- Attractive, modern décor with excellent overall presentation.
- Low operating overheads relative to the location.
- Fully operational business with staff and franchise systems in place.

Weaknesses?

- Smaller, lesser-known franchise brand with limited market recognition.
- Current profitability is modest.
- Limited owner involvement in the day-to-day operation.
- Competition from established fast-food brands within the same retail environment.

Opportunities?

- Strong potential for a hands-on owner to improve sales and profitability.
- Increased local marketing and brand awareness within the surrounding community.
- Opportunity to develop its own delivery service and reduce reliance on third-party platforms.
- Improved staff management and operational oversight could enhance overall performance.

Threats?

- Competition from established fast-food brands such as KFC.
- Price-sensitive customer market.
- Competition from smaller independent food outlets in the surrounding area.
- Potential for additional fast-food competitors to enter the market.

What is the reason for the sale?

Owner has other business interests.