



# BUSINESS REPORT

Date: **3rd July 2024**

Business Reference: **BFS10821**

About the Business:

## Doctor's TV Ads - Existing Franchise in Bellville For Sale

---

Award winning franchise that is easy to operate from home and secure income with low overheads.

The franchise is well-known in the industry with a good reputation amongst clients.

Easy to sell advertising space and provided clients the exclusivity to market and advertise their business and brand on a low-cost scale.

This existing franchise is available in Bellville, Western Cape.

## Doctor's TV Ads - Existing Franchise in Bellville For Sale

Sector: Sales & Services



Asking Price:

R 150,000

Monthly Profit:

R 24,167

Asset Value:

R 50,000

Stock Value:

R 0

Yearly Net Profit :

R 290,000



# Business Report

## Background and History

### Existing Doctor TV Ads franchises for sale in Bellville.

The franchise model is designed to be a work-from-home opportunity with low overheads and fantastic return.

## Products and Services

The franchisee will sell advertisements to the small businesses in their area.

Adverts are viewed by a captive audience, which means the ad slots are very easy to sell. These adverts will be shown in selected Doctor waiting rooms.

Franchisees are required to visit each site once a month to ensure the technology is still functioning correctly and to load the adverts onto the system. The clients may change their adverts once a month, and the franchisor does all the development and artwork for the adverts.

## Assets

Equipment includes 7 x complete systems, software, 32 inch screens and set up costs to the value of approximately R70 000, and training to the value of R30 000.

## Reason for Sale

The owners are relocating and can no longer run this regionally specific business. Price is negotiable. Note similar franchises are selling elsewhere in the country for R230 000. A second franchise in the neighbouring area is also available. If both businesses are purchased by the same owner, a further discount of up to R22 500 can be considered.

## Conclusion

Award-winning franchise that is easy to operate from home and secure income with low overheads.

The franchise is well-known in the industry with a good reputation amongst clients.

Easy to sell advertising space and provide clients the exclusivity to market and advertise their business and brand on a low-cost scale.

Fantastic ROI and well priced.

## Training and Head Office Support

**An initial 3-day theoretical training program will be followed by practical training including:**

- Selling first 3 advertisements for Franchisee
- Identifying potential clients
- Contacting and setting up appointments
- On-site presentation, negotiation and closing the deal
- Signing of contract and sourcing relevant advertising material
- Submitting information to head office for graphic design
- Customer approval of created advert
- Finalising payment and advert upload at all the premises
- After-sales service and client follow-up regarding advert updates and contract renewals

## Franchisee Comments

**This Existing Franchise is Selling for R150 000 plus VAT**