

business
for sale



BUSINESS REPORT

Date: **17th September 2025**
Business Reference: **BFS00067**

About the Business:

4U Pure Water Franchise Opportunities Available Countrywide

Welcome to this new business opportunity in one of the fastest growing industry in South Africa. Purified bottled water as we have got to know it. Due to various challenges, we face in our country with our drinking water, the need from customers to buy clean, purified drinking water, has created this new and

exciting.

4U Pure Water is going to rapidly expand in business will achieve 20 stores in the next 12 months offering great opportunities for dedicated entrepreneurs to become a 4U Pure Water franchisee. With more than 19 years experience operating in the franchise environment, 4U Pure Water can provide our franchisees with a wealth of knowledge and experience.

Starting from R599 000 up to R999 000, depending on the size and scope of the franchise you wish to open.

Contact us for more information.

4U Pure Water Franchise Opportunities Available Countrywide



Sector: **New Franchise Opportunities**

Asking Price:

R 259,000

Monthly Profit:

R 30,000

Asset Value:
R 687,000

Stock Value:
R 340,000

Yearly Net Profit :
R 360,000



Business Report

How long has the Franchise group been established for?

4U Pure Water launched its franchising journey in 2024.

How many existing franchisees are there in the group and for how long have they been operating?

There are five franchises operating at the moment.

What is the success of the current franchisees?

The existing franchises consistently delivers outstanding returns on investment.

Do all 4U Pure Water stores share the same design?

No, each store is uniquely tailored to match its specific requirements, and each new store will have an improved design to the last.

What sets 4U Pure Water apart from competitors?

We manufacture all franchise components in-house, ensuring top-tier quality products that foster customer loyalty.

ABOUT

- 4U Pure Water was established in 2002
- Head office in Centurion
- Over 20 years experience in the water filtration industry
- Supplies high quality water purification products
- Provides knowledgeable advice and a superior service - resulting in highly satisfied returning customers and constantly acquiring new customers
- In house manufacturing policy to bring new entrepreneurs into the market in the most sustainable manner possible
- Customised area of operation as installations are done by 4U Pure Water
- 4U Pure Water is expanding yhe brand by creating water shops with the winning concept that we have built over time
- We continue to refine an already successful business model to further develop a tried and tested Water Shop package
- The affordability, sustainability, and profitability of the business, ensures the best possible success for our water shops.

KEY PRODUCTS AND SERVICES

- Botted water - Still and Alkaline from 330ml to 10l
- Purified refill water
- Alkaline bottled water
- Flavoured sparkling water
- Flavoured energy drinks
- Flavoured juice
- Flavoured juice sachets
- Purified ice cubes
- Assorted water containers
- Assorted water dispensers
- Home use purifying systems and cartridges
- And many more

PRODUCTS PROVIDED IN STORE

We stock a wide range of products including purified ice and also have our refill station in store.

ADDITIONAL SERVICES

Including:

- Water delivery to our immediate surrounding areas
- Water Back-Up Systems for your home or business
- Franchise opportunities to grow the brand
- Online shopping and enquiries
- Personalised water bottle labels for birthdays or business meetings
- Home filtration system installation and maintenance

What are the available franchise options?

Different franchise options available.

Price starting from R599 000 up to R999 000.

Site Requirements?

LOCATIONS

Mall/ Strip Mall/ Shopping Centre

Monthly Lease +-R20 000

BUILDING CHARACTERISTICS

The building must be well maintained and safe.

POSITION IN BUILDING

Only on the ground floor, close to one of the entrances that has the highest foot count.

DESIRABLE ANCHOR TENANTS

Preferably Spar, Checkers, or Pick 'n Pay

CUSTOMER PARKING

Parking must be convenient for customers to load. Trolleys are essential.

OTHER FACTORS

Store sized range from 80sqm to 100sqm.

Municipal water must be supplied, and a waste/ drainage point is required.

Where will training take place and for how long?

Training will be provided from Head Office