



Date: **24th November 2024**
Business Reference: **36990**

About the Business:

Takeaway Franchise for sale by the Franchisor

This successful franchise comes with a tested business model, including operational processes, marketing strategies, and customer service protocols, which can significantly reduce the risk of failure compared to starting a business from scratch. The franchise is ideally situated in a densely populated suburb in Pretoria East.

Takeaway Franchise for sale by the Franchisor



Sector: **Food**

Asking Price:

R 1,470,000

Monthly Profit:

R 60,126

Asset Value:

R 72,219

Stock Value:

R 30,000

Yearly Net Profit :

R 721,511



Business Report

Fully describe the business's activities?

This well-known franchised takeaway is a business that specialises in preparing and selling food for takeaway. It typically offers a variety of fast food items such as burgers including gourmet burgers, chicken offerings, fish, salads, top us, combo meals, breakfast offers and other quick-serve meals. Customers can order food for pickup but the store has a very strong online sales presence via both Uber Eats and Mr D. The focus of the business is on providing nutritious, convenient, affordable, and satisfying meals for customers who want quick service without the need for dining in.

The business operates in a fast-paced environment, catering to both walk-in customers and online orders.

How does the business operate on a daily basis?

There are two dedicated staff teams in place, each responsible for specific shifts that ensure smooth operation of the store throughout the day. The first team begins work at 8:00 AM and continues until 1:30 PM, handling the morning and midday activities, while the second team takes over from 1:30 PM until 8:00 PM, managing the afternoon and evening shifts. This division of labor ensures that the store is consistently staffed by well-trained individuals who are capable of managing every aspect of daily operations.

The staff members are highly skilled and have received comprehensive training in all key areas of the business, from customer service and cash handling to product preparation and store management. Their familiarity with the store's processes allows them to operate efficiently and maintain high levels of performance, even in the absence of direct supervision. On a day-to-day basis, they handle all routine tasks, ensuring the store functions seamlessly.

To further maintain consistency in service delivery and operational standards across the franchise network, the franchisor provides a floating manager. This manager visits the various franchise locations on an ad hoc basis, conducting evaluations to ensure that each store meets the franchisor's benchmark service delivery and quality standards. This support system helps maintain a uniform level of excellence throughout the brand while offering franchisees an additional layer of oversight and guidance.

Although the staff is capable of working independently and handling most operational responsibilities, it is advised that the new owner take an active role in the daily management of the store. Being present and involved can foster a stronger team dynamic, enable more immediate decision-making, and help the owner better understand the nuances of the business. By engaging with staff, monitoring performance, and interacting with customers directly, the new owner can build relationships that contribute to long-term success and ensure the business continues to thrive under their leadership.

What Advertising/Marketing is carried out?

Franchisor marketing campaigns

What competition exists?

There are numerous other takeaway players in the market.

How could the profitability of the business be improved?

Optimize Inventory Management: Reduce waste by closely monitoring inventory, using data to forecast demand, and ensuring just-in-time ordering of perishable goods.

Upselling and Cross-Selling: Train staff to upsell additional items, such as drinks, desserts, or combo meals, which increases the average ticket size.

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

Cashiers

Grillers

Cleaners

How involved is the Owner in running the business?

The franchisor maintains oversight of the business, but established processes enable the store to operate independently. Nevertheless, it is essential for the new owner to be actively involved in daily operations to ensure optimal performance and address any emerging challenges effectively.

When does the current lease end?

30 April 2026. A letter of good standing has been issued by the landlord, confirming a positive relationship with the franchise and their willingness to renew the lease.

What are the trading hours?

Mon - Sun 08:00 - 20:00

What are the main assets of the business?

A comprehensive asset list will be provided to serious buyers.

Strengths?

Strong Brand Recognition.
Franchisor backing
Affordable Pricing.
Fast Service.
Popular Menu Items.
Delivery Partnerships.
Central office ensure consistent quality

Weaknesses?

Limited seating.

Opportunities?

Expansion of Delivery Services.
Digital Marketing.
Increase area-specific advertising.

Threats?

Economic Downturns.

What is the reason for the sale?

The store is currently owned by the franchisor, who, after overseeing its development and ensuring its strong performance, has now reached a point of confidence in its stability and growth. With a proven track record of success, the franchisor is prepared to transition ownership to the right franchisee. This new franchisee will have the opportunity to not only inherit a well-established, thriving business but also to expand on its existing foundation, leveraging its reputation and customer base to drive future growth and profitability.