

**business**  
for sale



Date: **7th November 2024**  
Business Reference: **36929**

About the Business:

## **New fast food franchise opportunity - various areas available**

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Quick service restaurant - Easy to run franchise specialising in grills and pizza. Average projected turnover for the first 12 months of R300 000 per month with average net profits of around R70 000. Please contact Angela on 082 956 1821 for more information.

# New fast food franchise opportunity - various areas available



Sector: **Food**

Asking Price:

**R 1,147,500**

Monthly Profit:

**R 70,967**

Asset Value:  
**R 750,000**

Stock Value:  
**R 25,000**

Yearly Net Profit :  
**R 851,606**



# Business Report

## Fully describe the business's activities?

This franchise offers an authentic South African fast food experience, and with its unique concept and distinctive brand, is growing steadily. This opportunity includes a complete turnkey operation, training and full franchisor support with great ROI capabilities.

## How does the business operate on a daily basis?

Food is freshly prepared daily, and while the store can be manager run, owners are required to oversee operations closely to ensure that processes and procedures are followed, and that the franchisor's standards of quality and service are maintained. Full training for both franchisees and staff will be provided.

## What Advertising/Marketing is carried out?

The group has a very nice website, and extensive social media marketing for the group as well as each franchise store is carried out by the franchisor themselves through their marketing arm. Their target market has been clearly defined and they have adopted a marketing strategy to match. They have a vast database of clients and also drive the brand through regular WhatsApp campaigns.

## What competition exists?

There are a number of similar fast food franchises, however, this concept is quite different and is uniquely positioned around favourite South African foods.

## How involved is the Owner in running the business?

The franchisor has found that while this is a simple business that can be manager run, stores whose owners are more involved with the day-to-day operations, are more successful.

## What are the main assets of the business?

Setup costs include kitchen and catering equipment, computers and shopfitting.

## Strengths?

This is a relatively easy to manage franchise business with excellent franchisor support. The group has very good relationships with its suppliers, and focus on affordability, quality and service. A new franchise is well priced at between R800 000 and R1 400 000 depending on the size of the store. FASA accredited. Low royalties.

## Weaknesses?

None perceived.

## Opportunities?

Quick service restaurants remain a popular choice for buyers, and with the excellent, ongoing support the group provides, numerous opportunities exist to grow a new franchise into a great business generating good profits.

## Threats?

None perceived other than the franchisee not operating the business effectively and in accordance with the franchisor's guidelines and specifications.

## What is the reason for the sale?

A proven and successful fast food concept expanding nationally.

## What does a new franchise cost?

Depending on the size of the store, a new franchise will cost between R1 000 000 and R1 600 000 to set up. This includes the franchise joining fee, but excludes working capital.