



BUSINESS REPORT

Date: **17th September 2025**

Business Reference: **37671**

About the Business:

Step into a world of Wonder - Children's Playhouse Franchise for Sale!

Ready-made, fully equipped, and brimming with charm, this franchised role-play village is a magical space where imagination takes centre stage. Designed to spark creativity and purposeful play, every corner invites children to explore, dream, and grow. Beautiful dress-up costumes, Heartwarming mascot puppets. Thoughtfully curated props and accessories. A place for families to make lasting memories. This is more

than a business—it's a gateway to childhood joy. With a proven concept, strong brand identity, and everything set up for success, you can step in and start making magic from day one. Prime location. Turnkey operation. Loved by kids and parents alike. Make play your business. Enquire today and bring imagination to life!

Step into a world of Wonder - Children's Playhouse Franchise for Sale!



Sector: **New Franchise Opportunities**

Asking Price:

R 995,000

Projected Monthly Profit:

R 33,260

Asset Value:

R 612,483

Stock Value:

R 0

Projected Yearly Profit :

R 166,298



Business Report

How does the business operate on a daily basis?

Playhouse operates by offering structured open play sessions during the week (Wednesday–Friday), timed peak play sessions on weekends (requiring online booking), and specialised events like school visits, birthday parties, and Toddler Time. Children engage in imaginative role-play within a themed village featuring various rooms like a market, kitchen, and fire station. Staff lead activities, including puppet shows, and the venue includes a cafe for parents.

What Advertising/Marketing is carried out?

The Franchisor assists with broader marketing campaigns, but the branch has their own Instagram page where they run promos and additional marketing activity specific to the branch.

What competition exists?

None for this type of play. There are other child friendly places but none cater for the free play that is offered by this playhouse..

How could the profitability of the business be improved?

Revenue Expansion - Multi Visit Passes - Currently available to purchase but can be pushed harder, private events - big opportunity to increase number of birthday parties during the week.
Operational Efficiency - Continuous staff training to ensure customer service is 100% at all times.
Marketing and Visibility - Social Media, email campaigns, virtual events, targeted locals ads
Community and Brand - Parental engagement, strong USP, community partnership, partnerships with hotels in the area to tap into foreign/tourist market.

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

Barista/ Front of House - Assists with Puppet Shows and Kitchen preparation - March 2005 to present.
Playmaker - Facilitates purposeful play with kids. Does Puppet Shows, will also assist with Kitchen preparation - March 2025 to present.
Kitchen Assistant (Contract Worker) - Assists on weekends and school holidays. Food preparation and clears tables and cleans up.

Do any have management potential?

Yes, the Barista.

How involved is the Owner in running the business?

Owner is at the playhouse daily building relationships with customers.

When does the current lease end?

March 2027

What are the trading hours?

Wednesday to Saturday 09:00 - 16:00
Sunday and Public Holidays 09:00 - 13:30
School Holidays Open from Tuesdays

What are the main assets of the business?

A list of assets is available

Strengths?

Unique imaginative role-play environment where a creative "village" setup with mini-shops, play kitchens, salons, fire trucks and more is offered.
Children are introduced to puppets, and involved in playful storytelling, providing engaging guided play.
Parents can relax and enjoy coffee/snacks and even get some work done using free Wi-Fi, while supervising from the Cafe area.
Flexible booking options: open play mid-week, structured peak times on weekends, plus offerings for school groups and private parties.
Suitable for toddlers to early school age.
Reviews describe it as 'amazing playing experience' and 'delightful kids fantasy play area' with 'great coffee for parents'
Well trained and knowledgeable team.

Weaknesses?

Limited walk-in capacity during peak times.

Weekends require online booking to avoid disappointment; walk ins aren't guaranteed a spot.

Space and group size limitations for parties, party bookings are limited to 20-30 children, which may not suit larger birthday groups.

No drop and go facility - parents or caretaker must stay with children.

Opportunities?

Host weekday pop-up themed play sessions (in progress)

Pop up or special sessions, particularly for toddlers or themed events during the week, could attract more bookings (in progress)

Expand merchandise (play sets) offerings to sell.

Partner with local schools for educational weekday school visits, including puppet shows and curriculum-aligned themes.

Promote birthday party packages creatively. Enhancements like decor theme options, party add-ons, or exclusive use could increase interest in events.

Offer loyalty or discount packages, discounted multi-session bundles or sibling/family deals could appeal to regular visitors (In progress)

Threats?

Competition from other indoor play venues.

Economic sensitivity and pricing pressure.

No secure parking - parking only available on Main Road or side streets

Seasonal fluctuations - during school holidays or peak seasons, competition for bookings is higher. Capacity constraints could lead to lost bookings if not managed.

What is the reason for the sale?

Owner is selling due to personal reasons.

Strengths?

Unique in the area and opportunity to capitalise on the families living in small apartments with no where to take their children.

Collaborations already set up with various stakeholders (Messy Play Workshops, Flower arranging).

Weaknesses?

No outside area.

Opportunities?

Push Instagram; Tik Tok. Most customers are through Instagram and there is opportunity to do more focused advertising.

Opportunity to approach the hotels in the surrounding area to get into the tourist industry.

Opportunity to push school visits.

Opportunity to push influencer events monthly.

Threats?

Similar competition in various areas – need to monitor what they do continuously to determine how we can create a more attractive offering for our customers.