



BUSINESS REPORT

Date: **23rd September 2025**

Business Reference: **BFS00106**

About the Business:

Doctors TV Ads Franchise for Sale, East Rand

Doctor's TV Ads is a dynamic and novel concept of advertising which is affordable for the local small business community in most towns and city suburbs.

The name Doctor's TV Ads expresses precisely what we do. We utilise large format LCD screens in

reception areas of doctors consulting rooms where a captive audience can be exposed to a continuous stream of selected advertising material on behalf of our customers.

Total Investment = R 250,000 Excluding VAT

Monthly royalty fee = R 3440 Excluding VAT

DOCTOR'S TV AD'S TURNOVER GUARANTEE OF ½ YOUR SLOTS IN 6 MONTHS

Doctors TV Ads Franchise for Sale, East Rand



Sector: Sales & Services

Asking Price:

R 250,000

Monthly Profit:

R 30,667

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 368,000



Business Report

Finance Details

Investment level: R250 000 (excluding VAT)

Monthly royalty fee: R3 440 (excluding VAT)

Annual turnover: R504 000 (56 slots x R9000 excluding VAT per slot)

Annual Net Profit: R368 000 based on 56 slots sold

The system allows for 60 advertising slots, 4 of which are allocated to the particular medical practice.

Doctor's TV AD's Franchise Turnover Guarantee

Guarantee Sale 1/2 of your slots (28 Slots in 6 months)

- The 28 slots sold by Head Office, 50% of income will be allocated to Head Office
- 28 Slots sold by Head Office – $R180\,000/2 = R90\,000$ for Head Office and Franchisee each
- Remaining 28 slots Franchisee sells for R180 000 Nett + R90 000 income from ads sold via Head Office = R270 000

Resale Details

- **No of Staff:** 1 person acquired
- **Established:** 21 years ago
- **Business hours:** 9:00 to 16:00
- **Clients:** Local small business
- **Training and support:** Doctors TV Ads guarantee full training to each franchisee and 100% backup and support in all facets of the business.

Franchise Details

Doctor's TV Ads started out as a small family-run business in 2004. Within three years this innovative concept had grown to become a very exciting and successful enterprise ready for expansion and perfect for franchising. Subsequently, 26 outlets have been registered.

In 2010, Doctor's TV Ads also received the Newcomer Franchisor of the Year award; an honour it shares with previous winners, the likes of which include Sasol, Vodacom, Mugg & Bean, Roman's Pizza, Hot Dog Café and Multiserv. Doctor's TV Ads is a dynamic concept of advertising which is affordable for the local small business community in most towns and city suburbs.

The name Doctor's TV Ads expresses precisely what we do. We utilise large format LCD screens in reception areas of doctors' consultation rooms where a captive audience can be exposed to a continuous stream of selected advertising material on behalf of our customers. The success of the concept lies in its simplicity. Doctors generally have busy schedules, and this may result in patients waiting for long period at a time, usually more than 40 minutes.

An LCD monitor with interesting and informative advertisements provides a welcome distraction. Advertising slots are each 20 seconds long and are screened in cycles of 20 minutes. This gives the advertiser exposure of his service or product a least twice every 40 minutes to waiting patients.

This franchise is driven by the consistent delivery of quality service to each customer. As a franchisee, you will receive a set franchise model and will adhere to specific, proven operating systems, not only in your own but also in the interest of all the other franchisees. You will receive sufficient support from the franchisor, but you are ultimately responsible for the success of your business. Your commitment, drive and will to succeed will determine the rewards.