



BUSINESS REPORT

Date: **4th July 2025**

Business Reference: **37216**

About the Business:

Opportunity to own a well-established Wimpy franchise in Johannesburg.

Opportunity to own a well-established Wimpy franchise in Johannesburg. Located in a large popular strip mall with loyal client base.

Opportunity to own a well-established Wimpy franchise in Johannesburg.



Sector: Food

Asking Price:

R 2,400,000

Monthly Profit:

R 103,440

Asset Value:

R 2,500,000

Stock Value:

R 90,000

Yearly Net Profit :

R 1,137,839



Business Report

Fully describe the business's activities?

This very well-known franchise primarily operating as a fast-casual dining restaurant. The franchise supports takeaways as well. The franchise is well established in South Africa is a popular choice in the South African casual dining market.

What Advertising/Marketing is carried out?

The franchisor employs a dynamic mix of advertising and marketing strategies countrywide. Traditional methods like radio ads, billboards, and print media complement their strategy, alongside partnerships with delivery platforms like Uber Eats to boost online orders. This integrated approach effectively attracts customers, drives engagement, and enhances brand visibility.

Do any have management potential?

The business is manager run.

How involved is the Owner in running the business?

The owner has a number of other businesses and only able to provide oversight.

What are the main assets of the business?

Equipment, shop fitting, stock. A comprehensive list will be provided to serious buyers.

Strengths?

Global presence and international chain: Wimpy has a strong global presence, making it a well-recognized brand.

Good quality burgers: Known for its tasty and high-quality burgers.

Special kids menu: Offers a menu specifically designed for children.

Recent brand revamping: The brand has undergone recent updates to stay relevant.

Innovative marketing campaigns: Notable campaigns like the 'Braille Burger' have been successful.

Engagement activities for kids: Numerous activities and competitions for children

Weaknesses?

Lack of advertising: Compared to competitors, Wimpy's advertising efforts are limited.
Lack of owner involvement.

Opportunities?

Advertising on different platforms: There is potential to increase advertising efforts across various platforms.
More owner involvement will bear fruits.

Threats?

Increase in raw material costs: Rising costs can impact profitability

What is the reason for the sale?

The owners want to focus on other business interests.