

business
for sale



BUSINESS REPORT

Date: **11th August 2025**

Business Reference: **37339**

About the Business:

Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location in JHB.

Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location. Whether you're an experienced entrepreneur or a first-time buyer, this franchise provides the perfect platform to step into the thriving fast-food industry with confidence. Take advantage of this rare opportunity to become part of two beloved South African brands. Contact us today for more details!

Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location in JHB.



Sector: **Food**

Asking Price:

R 2,800,000

Monthly Profit:

R 69,044

Asset Value:

R 3,000,000

Stock Value:

R 90,000

Yearly Net Profit :

R 828,527



Business Report

Fully describe the business's activities?

The opportunity includes both a Steers and Fishaways franchise in one.

Steers was founded in 1970 and has grown to become a leading fast-food brand in South Africa. Its success can be attributed to its focus on differentiation and innovation in creating a unique selling proposition. Fishaways is known for its exceptional offerings and has received positive feedback from customers for its quality food

How does the business operate on a daily basis?

Youth Segment: Steers has positioned itself as a leading fast-food brand in South Africa, gaining significant market share and becoming a preferred choice among the youth segment¹.

Quality-Conscious Consumers: Steers is known for its high-quality flame-grilled pure beef burgers and handmade chips, attracting clients who prioritize quality in their fast-food choices¹.

Families and Groups: Steers' menu and restaurant environment are designed to cater to families and groups looking for a casual dining experience

What Advertising/Marketing is carried out?

The head office runs and manages all marketing and advertising promotions.

How could the profitability of the business be improved?

Greater owner involvement and single store owner will automatically reduce expenses.

Do any have management potential?

Current management structure in place.

How involved is the Owner in running the business?

The owner is a multiple store owner and is not involved on a daily basis, he merely provides oversight.

When does the current lease end?

31 October 2027

What are the main assets of the business?

Assets: these reflect the standard franchise spec. for a Steers and Fishaways.

Strengths?

Brand Recognition: Steers and Fishaways are iconic South African fast-food brands, attracting a loyal customer base.

Diverse Menu Offering: Combines burgers, fries, and flame-grilled meals from Steers with seafood options from Fishaways, appealing to varied tastes.

Proven Business Model: Established systems, marketing support, and operational guidance from the franchisor.

Strong Foot Traffic: Prime location ensures a steady stream of customers.

Weaknesses?

High Competition: Competes with other fast-food chains and local eateries.

Opportunities?

Market Growth: Expanding fast-food industry in South Africa and globally.

Delivery Services: Increased demand for convenience through online platforms like Uber Eats and Mr D.

Menu Innovation: Opportunity to introduce healthier or trendier meal options to attract new customer segments.

Threats

Threats?

Economic Fluctuations: Changes in the economy could impact consumer spending on eating out.

What is the reason for the sale?

The owner wants to pursue other business interests.