



BUSINESS REPORT

Date: **3rd October 2025**

Business Reference: **37709**

About the Business:

Own a Popular Franchised Eatery – Well established with a loyal customer base

Ideal for hands-on owners or investors looking for a streamlined food service operation with growth potential.

Own a Popular Franchised Eatery – Well established with a loyal customer base



Sector: Food

Asking Price:

R 740,000

Monthly Profit:

R 30,226

Asset Value:

R 0

Stock Value:

R 10,000

Yearly Net Profit :

R 362,707



Business Report

Fully describe the business's activities?

This popular franchise specializes in making fresh snacks and sandwiches to order, without stocking any pre-made products. By preparing items on demand, they minimize waste. The business caters to companies by offering platters suitable for meetings, functions, training sessions, and events. The main product is, of course, freshly made sandwiches, but the extensive menu also includes breakfast items, salads, wraps, baked potatoes, and cold drinks, all of which enhance the franchise's appeal to its target market. The unique concept, combined with the layout and excellent service provided by the franchisor, has made this the fastest-growing lunchtime supply chain of its kind in South Africa. In 2016, Banting options were introduced, meeting a significant demand and aligning with the franchise's vision to offer healthier choices to customers.

How does the business operate on a daily basis?

The store is opened weekdays from 8am to 4:30pm
Saturdays from 8am to 1pm
Orders are received online, telephonically or through Uber Eats and Mr D
Future orders can be placed online to be scheduled for specific dates.

What Advertising/Marketing is carried out?

The Advertising Fund is dedicated to promoting brand awareness within the Group, working in collaboration with franchisees. Television and radio campaigns have been implemented, while the Franchise maintains a strong digital presence, actively engaging customers on Facebook and Instagram. Specials are offered every three months, and Head Office regularly creates flyers, promotions, and posters. Additionally, individual stores have the flexibility to run their own marketing campaigns.

What competition exists?

The "Fast Food" market doesn't significantly impact this franchise, as people prefer freshly made, healthy options over the mass-produced, chemical-laden foods typical of those outlets. The free express delivery service adds to the appeal, making the franchise a great alternative for quick meals. These franchise stores attract both those seeking a fast food experience and those who want delicious, healthy options. Customers can enjoy their menu multiple times a day, which isn't common with other concepts. Their menu, crafted by South Africans over 23 years, gives them a nationwide edge. Replicating this concept has proven challenging due to the complexities of running a top-tier business, and as the largest and best sandwich group in South Africa, it's tough for competitors to break into the market.

How could the profitability of the business be improved?

With a small investment, increase the number of delivery bikes and hire a marketing company to boost the store's promotion and visibility in the area.

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

Kitchen staff - 4 (1 part time)
Cahier - 1
Drivers - 2 (1 part time)

Do any have management potential?

Yes, the Cashier

How involved is the Owner in running the business?

The owner dedicates 4 to 6 hours daily to managing the store, which involves tasks like ordering stock, reviewing cash-ups, conducting stock takes, and paying suppliers.

When does the current lease end?

October 2025, currently negotiating month to month contract

What are the trading hours?

Trading hours is as per franchise agreement.
Weekdays 8am to 4:30pm
Saturday 8am to 1pm
Closed on Sundays & public holidays

What are the main assets of the business?

Front of Store: Counters, tables, chairs, desks, POS computer equipment, and a CCTV camera system.

Back of Store: Work tables, shelves, refrigerators, freezers, stoves, ovens, microwaves, fryers, toasters, cutlery, crockery, an extractor, a computer, and a generator.

Strengths?

This franchise is a trusted brand known for offering tasty, healthy, and affordable food. Franchisees benefit from excellent support and training, convenient hours, and free delivery services. National and local marketing efforts boost brand visibility, while group purchasing keeps costs down. With a proven system focused on customer satisfaction and tight controls to maximize profits, it's a great opportunity to succeed.

Weaknesses?

Maintenance of delivery assets. The business is not halaal.

Opportunities?

If you're an entrepreneur entering the business world for the first time, buying a franchise can be an affordable and profitable way to break into the market. Investors often prefer franchises due to their proven business model, which minimizes risk. Franchises provide the independence of owning a small business while benefiting from the support of a larger business network.

Threats?

Market related inflation.
Other stores trying to break into a similar market.

What is the reason for the sale?

The owner has been in the business for many years and now it's time to retire and focus on family and health.