



BUSINESS REPORT

Date: **7th June 2025**

Business Reference: **36532**

About the Business:

Become a RocoMamas Owner: A Unique Opportunity in Gauteng's Fast-Casual Dining Scene.

This dynamic fast-casual restaurant serving customizable burgers, ribs, wings, and shakes rarely becomes available. Known for its vibrant atmosphere and high-quality comfort food, it offers a proven franchise model with strong brand appeal.

Become a RocoMamas Owner: A Unique Opportunity in Gauteng\'s Fast-Casual Dining Scene.



Sector: Food

Asking Price:

R 4,200,000

Monthly Profit:

R 80,522

Asset Value:

R 1,000,000

Stock Value:

R 130,000

Yearly Net Profit :

R 966,258



Business Report

Fully describe the business's activities?

This very well-known franchise primarily operates as a fast-casual dining restaurant with a focus on the following core activities:

Gourmet Burgers: Known for its customizable burgers, they allow customers to "Smash" their burger by choosing specific ingredients like patty size, toppings, and sauces.

Ribs and Wings: The franchise is well-regarded for serving BBQ ribs and a variety of chicken wings with unique flavour options, ranging from mild to fiery hot.

Sides and Snacks: Offerings include items such as loaded fries, onion rings, and mozzarella sticks, catering to a trend of indulgent, shareable snacks.

Milkshakes and Beverages: Famous for its creative and decadent milkshakes, the menu also includes soft drinks, craft beers, and coffees to complement meals.

Casual Dining Experience: they emphasizes a vibrant, urban atmosphere with bold branding and modern interiors, appealing to younger demographics.

Takeaway and Delivery: The franchise supports takeaway, online ordering, and delivery services to cater to evolving customer preferences for convenience.

Overall, this franchise operates at the intersection of quality, customization, and bold flavours, making it a popular choice in the South African casual dining market.

How does the business operate on a daily basis?

The franchise typically operates on a daily basis with a structured approach to ensure smooth service, customer satisfaction, and efficient business performance. Here's an overview of their day-to-day operations:

Preparation and Setup:

Staff arrive early to prepare the kitchen, dining area, and equipment.

Fresh ingredients are delivered, inspected, and prepped (e.g., burger patties, sauces, and vegetables).

The kitchen team ensures that stations (grill, fryers, plating, and drinks) are ready for service.

Customer Service and Ordering:

The restaurant opens for dine-in, takeaway, and delivery orders.

Customers place orders at the counter, via the Franchise app, or through third-party delivery platforms (e.g., Uber Eats, Mr D).

Staff focus on friendly, efficient service while ensuring accuracy in order-taking.

Food Preparation and Cooking:

Orders are freshly prepared in an open-plan kitchen, where customers can see the cooking process, enhancing transparency and engagement.

Teams work together to quickly prepare burgers, ribs, wings, sides, and milkshakes to meet quality standards.

Kitchen staff follow strict hygiene, safety, and portion control guidelines.

Service and Dining Experience:

For dine-in customers, food is served promptly, often in casual, Instagram-friendly presentations (e.g., branded trays and unique food styling).

The vibrant atmosphere, with music and bold urban décor, creates a relaxed, enjoyable dining environment.

Delivery and Takeaway:

Dedicated staff manage takeaway and delivery orders to ensure speed and accuracy.

Orders are packaged to maintain food quality during transport.

Downtime and Clean-Up:

During quieter periods, staff clean and restock stations, ensuring the restaurant remains spotless.

Inventory checks and supply orders are managed to prevent shortages.

End-of-Day Close:

The restaurant undergoes a thorough clean-up, including kitchen equipment, dining areas, and workstations.

Sales are reconciled, stock is updated, and any issues are reported to management.

Key Operational Features:

Emphasis on speed and consistency to handle peak meal times (lunch and dinner).

Effective use of technology (point-of-sale systems, online orders, and delivery platforms).

Focus on customer engagement through personalized orders and friendly service.

This daily operational structure ensures that the franchise maintain their reputation for high-quality food, efficient service, and a dynamic dining experience.

What Advertising/Marketing is carried out?

The franchise employs a dynamic mix of advertising and marketing strategies, focusing heavily on social media platforms like Instagram and Facebook to showcase their edgy brand personality, visually appealing food, and user-generated content. They leverage digital advertising with targeted online ads and collaborate with influencers to expand their reach. In-store promotions, branded packaging, and eye-catching displays highlight specials and deals, while local store marketing, such as sponsoring community events, builds brand loyalty. 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.

What competition exists?

Numerous other franchise stores.

How could the profitability of the business be improved?

Profitability can be improved by optimizing costs through better inventory control, supplier negotiations, and energy efficiency while streamlining staff scheduling. Increasing sales can be achieved through upselling, cross-selling, and promoting high-margin items like premium burgers and shakes. Boosting customer traffic with targeted marketing, innovative promotions, and expanded delivery services is key, along with leveraging technology for sales analysis and customer engagement. Maximizing store efficiency, improving table turnover, and introducing additional revenue streams like branded merchandise, catering, and off-peak specials can further enhance profitability.

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

Combination of waiters, cleaners, grillers, cashiers, and managers.

Do any have management potential?

Yes there are managers in place.

How involved is the Owner in running the business?

Oversight only.

When does the current lease end?

Oct 2027

What are the trading hours?

Mon - Thu: 9h00 - 21h00.
Fri - Sat: 9h00 - 22h00.
Sun: 9h00 - 20h00.

What are the main assets of the business?

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

Strengths?

Strong Brand Recognition: The franchise group has a well-established reputation as a trendy, fast-casual restaurant offering high-quality burgers, wings, and shakes.

Unique Offering: Customizable "Smashburgers" and bold, edgy menu appeal to younger, urban customers.

Prime Location: based in a busy educational and residential hub in Gauteng, it provides access to a large customer base, including families, professionals, and students.

Effective Marketing: Strong social media presence, influencer campaigns, and partnerships with delivery platforms like Uber Eats boost visibility and sales.

Operational Support: Franchisees benefit from the groups' proven business model, operational guidelines, and supply chain support.

Weaknesses?

Reliance on Disposable Income: Their premium positioning makes it vulnerable to changes in consumer spending during economic downturns.

Opportunities?

Delivery Growth: Expanding delivery services via apps like Uber Eats and Mr D can increase sales without relying solely on foot traffic.

Catering Services: Offering catering for events, parties, or corporate functions could attract additional revenue streams.

Product Innovation: Introducing limited-time menu items, healthier options, or plant-based alternatives can attract a broader audience.

Local Partnerships: Collaborating with local businesses, schools, and community events can strengthen brand loyalty and drive traffic.

Loyalty Programs: Implementing customer loyalty or rewards programs could encourage repeat visits and increase spending.

Threats?

Economic Uncertainty: Economic pressures in South Africa, such as inflation and unemployment, may reduce discretionary spending on dining out.

Load Shedding: Frequent power outages disrupt operations and increase operating costs due to reliance on generators.

What is the reason for the sale?

The owner relocated to Dubai.

Why is this a good business?

In conclusion, this franchise presents a strong investment opportunity due to its established brand reputation, unique and trendy product offerings, and proven business model within the fast-casual dining market. Located in a high-traffic, urban area, the franchise benefits from a large, diverse customer base, including professionals, families, and students. The brand's effective marketing strategies, strong delivery partnerships, and focus on customer engagement position it well for sustained growth. For an investor seeking a well-supported franchise with strong market appeal, this Franchise offers a promising, scalable business with significant potential for success.