



# BUSINESS REPORT

Date: **28th August 2025**

Business Reference: **BFS11308**

About the Business:

## 4U Pure Water Franchise Opportunities Available Countrywide

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Welcome to this new business opportunity in one of the fastest growing industry in South Africa. Purified bottled water as we have got to know it. Due to various challenges, we face in our country with our drinking water, the need from customers to buy clean, purified drinking water, has created this new and

exciting.

4U Pure Water is going to rapidly expand in business will achieve 20 stores in the next 12 months offering great opportunities for dedicated entrepreneurs to become a 4U Pure Water franchisee. With more than 19 years' experience operating in the franchise environment, 4U Pure Water can provide our franchisees with a wealth of knowledge and experience.

Starting from R599,000 up to R999,000, depending on the size and scope of the franchise you wish to open."

Income is between R45000.00- R180,000.00 per month depending on the number of contracts.

Contact us for more information.

## 4U Pure Water Franchise Opportunities Available Countrywide



Sector: **New Franchise Opportunities**

Asking Price:

**R 599,000**

Projected Monthly Profit:

**R 0**

Asset Value:

**R 0**

Stock Value:

**R 0**

Projected Yearly Profit :

**R 0**



# Business Report

## Training and Head Office Support

Training will be provided from Head Office

## Financials and Forecasts

Diffrent Franchise Options Available Price starting from R599 000 upto R999 000.

## ABOUT

- 4U Pure Water was established in 2002
- Head office in Centurion
- Over 20 years experience in the water filtration industry.
- Supplies high quality water purification products
- Provides knowledgeable advice and a superior service, resulting in highly satisfied returning customers and constantly acquiring new customers.
- In house manufacturing policy to bring new entrepreneurs into the market in the most sustainable manner possible
- Customised area of operation as installations are done by 4U Pure Water
- 4U Pure Water is expanding the brand by creating water shops the winning concept that we have built over time.
- We continue to refine an already successful business model to further develop a tried and tested Water Shop package.
- The affordability, sustainability, and profitability of the business, ensures the best possible success for our water shops

## KEY PRODUCTS AND SERVICES

- Bottled water – Still and Alkaline from 330ml to 10L
- Purified refill water
- Alkaline bottled water
- Flavoured sparkling water.
- Flavoured energy drinks
- Flavoured juice
- Flavoured juice sachets
- Purified ice cubes
- Assorted water containers
- Assorted water dispensers
- Home use purifying systems and cartridges
- And many more

## PRODUCTS WE PROVIDE INSTORE

We stock a wide range of products including purified Ice and also have our refill stations in store.

## ADDITIONAL SERVICES WE PROVIDE

### **Additional Services Include:**

- Water delivery to our immediate surrounding areas
- Water Back Up Systems for your home or business
- Franchise opportunities to grow the brand
- Online shopping and enquiries
- Personalised water bottle labels for birthdays or business meetings
- Home filtration system installation and maintenance

## SOCIAL MEDIA POSTS AND ADVERTS

We do have a funny bone — it's all about having fun and sharing a laugh every now and then! As long as we captivate our customers and bring relatability into the social game, we're all in. We're here to help you set up your social media pages, but ultimately, you're in charge! We'll provide you with engaging content, while you manage the posting, interactions, and growth of your platforms—after all, this is your business. Rest assured, we'll guide you every step of the way with setup, training, and ongoing support, but once everything is in place, the responsibility is yours to take ownership and drive success.

## SITE REQUIREMENTS

### LOCATION

Mall / Strip Mall / Shopping Centre Monthly Lease +/- R20 000

### BUILDING CHARACTERISTICS

The building must be well maintained and safe.

### POSITION WITHIN THE CENTRE

Only on the ground floor, close to one of the entrances that has the highest foot count.

### DESIRABLE ANCHOR TENANTS

Preferably Spar, Checkers or Pick 'n Pay

### CUSTOMER PARKING

Parking must be convenient for customers to load. Trolleys are essential.

### OTHER FACTORS

Store size ranges from 80 square meters to 100 square meters.

Municipal water must be supplied, and a waste/drainage point is required

## FRANCHISE QUESTIONS AND ANSWERS

### **When did 4U Pure Water begin franchising?**

4U Pure Water launched its franchising journey in 2024.

### **How many franchises does 4U Pure Water currently have?**

There are five franchises operating at the moment.

### **Are 4U Pure Water franchises profitable and sustainable?**

Yes, they consistently deliver outstanding returns on investment.

### **Do all 4U Pure Water stores share the same design?**

No, each store is uniquely tailored to match its specific site requirements, and each new store will have an improved design from the last.

### **What sets 4U Pure Water apart from competitors?**

We manufacture all franchise components in-house, ensuring top-tier quality products that foster customer loyalty.

## GENERAL INFORMATION DETAILS

**Website:** [www.4upurewater.co.za](http://www.4upurewater.co.za)

**Email:** [admin@4upurewater.co.za](mailto:admin@4upurewater.co.za)

**Franchise Application link :** <https://4upurewater.co.za/index.php/franchise-application/>