business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**37794**

About the Business:

Advertising franchise business in various areas in Gauteng and the Northwest

Simple to run with secure income and low overheads. Ideal work from home opportunity and flexible hours. Franchises available in Gauteng and the Northwest

Advertising franchise business in various areas in Gauteng and the Northwest



Sector: **Services**

Asking Price:

R 250,000

Monthly Profit:

R 35,000

Asset Value:
R 65,000

Stock Value:
R 0

Yearly Net Profit :
R 420,000

Business Report

Fully describe the business's activities?

Advertise businesses on TV screens at Doctor's Practices in Strategic areas.

This well-established franchise provides an effective and affordable advertising solution for small businesses.

How does the business operate on a daily basis?

The Owner does the marketing. When an order is received to advertise a business on TV, agreements are signed and payment terms arranged.

What Advertising/Marketing is carried out?

Advertising takes place on the franchise own strategic placed screens

What competition exists?

No direct competition

How could the profitability of the business be improved?

More marketing can be done to clients to advertise and rolling out more strategic placings of TV screens to advertise

How will the income be earned?

The revenue is earned from renewing current advertising contracts as well from signing up new contracts. The revenue isn't earned equally over the 12 months

How involved is the Owner in running the business?

Owner run and operated, but it is easy to manage in his/her flexible hours.

When does the current lease end?

No lease needed. The business is ideally run from home.

What are the main assets of the business?

The main assets are the TV screens, monitors and electronic equipment that are installed at doctor's practices, plus a laptop.

Strengths?

Unique Advertising Concept: Uses large LCD screens in a doctor's reception areas, offering a captive audience and high visibility.
Affordable for SMEs: Positioned as a cost-effective solution for local small businesses, making it accessible to a wide market.
Strong Franchise Support: Offers full training, operational systems, and ongoing support to franchisees.
Positive Client Testimonials: Multiple endorsements highlight effectiveness, service quality, and ROI.
Design & Content Management: Ads are professionally designed and regularly updated.

Weaknesses?

Limited Audience Scope: Exposure is confined to people visiting medical practices, which may not suit all business types.
Dependence on Physical Locations: Maintenance of hardware after warranty period.

Opportunities?

Expansion into New Regions: Potential to scale into more towns and suburbs across South Africa
Diversification of Venues: Could extend screens into other high traffic waiting areas (e.g., dentists, vets, etc)
Digital Integration: Adding mobile or online ad components could broaden reach and offer hybrid packages.
Partnerships with Health Brands: Aligning with wellness or pharmaceutical companies could enhance credibility and revenue.

Threats?

Competition from Digital Platforms: Online advertising offers broader reach and detailed analytics, which may attract budget-conscious clients.
Regulatory Changes: Advertising within medical environments may face scrutiny or restrictions.

What is the reason for the sale?

Franchisor is selling his own franchises.