

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash bin.

# BUSINESS REPORT

Date: **12th January 2026**  
Business Reference: **37859**

About the Business:

## Unlock a World of Pretend Play in Johannesburg

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Step into a world of imagination where children can dream, explore, and become whoever they wish to be. This thoughtfully designed playhouse features themed zones, complete with dress-up outfits and engaging play equipment that spark creativity and encourage pretend play. Located in a vibrant shopping centre in bustling Johannesburg, the franchise offers families a safe, indoor environment where kids enjoy endless possibilities while parents relax at the on-site café with a coffee, refreshment, or light snack. This

is a turnkey operation – fully equipped, beautifully presented, and ready for immediate takeover.

## Unlock a World of Pretend Play in Johannesburg



Sector: **New Franchise Opportunities**

Asking Price:

**R 770,000**

Projected Monthly Profit:

**R 13,242**

Asset Value:

**R 0**

Stock Value:

**R 25,000**

Projected Yearly  
Profit :

**R 158,903**



# Business Report

## How does the business operate on a daily basis?

Opening the play area, ensuring it's clean, safe and ready for children.  
Welcoming clients, managing play session check ins, processing payments.  
Supervising children in the play zones and maintaining safety standards.  
Running birthday parties or special events if booked.  
Managing the cafe or snack area.  
Closing with cleaning, cash up and stock checks for the next day.

## What Advertising/Marketing is carried out?

Social media controlled by the group  
Digital screens in other business with similar target market  
Community groups (Facebook and What's App groups)  
Bulk SMS sending

## What competition exists?

No direct competition in terms of indoor pretend play with puppet show.  
However there is a family restaurant close by that has a playground (slides and swings)

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

1 Full Time Playmaker - interaction with children and puppet shows - 8 months  
1 Part Time Playmaker - interaction with children and puppet shows, only works weekends and school holidays - 5 months  
1 Barista - Take orders at Cafe, makes coffee, makes food off peak, runs tabs - June 2024  
1 Part Time Kitchen Assistant - makes food and platters and cleans on weekends and school holidays - June 2024  
1 Store Manager - Resolves queries from calls, emails, Whatsapp, ensures playhouse runs smoothly, Restocks, Cash up, Leads the Team, Reporting - June 2024

## Do any have management potential?

Yes

## How involved is the Owner in running the business?

The owners are not involved in day-to-day operations; a dedicated manager oversees daily activities. The owners provide guidance on broader business decisions, such as marketing strategies, negotiations, and other high-level initiatives.

## When does the current lease end?

June 2027

## What are the trading hours?

Wednesday to Saturday 09:00 - 16:00  
Sunday and Public Holidays 09:00 - 13:30  
School Holidays Open from Tuesdays

## What are the main assets of the business?

Playrooms, props, dress up, coffee machine, all kitchen appliances, cafe setup (chairs and table)

## Strengths?

Attractive, safe, and well-designed play environment  
Strong brand appeal to parents with young children  
Convenient location with good visibility  
Warm, friendly staff and good customer experience

## Weaknesses?

Limited brand awareness compared to larger kids' venues

## Opportunities?

Growing demand for child-friendly, indoor play spaces  
Potential to expand through partnerships with schools or brands  
Social media marketing and influencer collaborations

## Threats?

Competition from other play centres and kids' entertainment venues

## What is the reason for the sale?

The store manager is relocating for personal reasons, He is family and partly the reason the owners got into the business. The current owners lack the time and skills required to successfully run the business. It deserves an owner that is passionate about the business and the brand.