



Date: **18th March 2026**
Business Reference: **38020**

About the Business:

2 Franchised Fast Food Wood Fired Pizza take aways, one in George and one coastal based town.

Franchise business sale comprises 2 fast food outlets based in the Garden Route, one a popular coastal town and the other in George, both trading very successfully and long established. Wood fired pizzas and pastas and a new product range being introduced with a dark kitchen and on-line sales. The stores will be

sold as a single sale as the Buyer then has the first right of refusal for any other outlets that they may wish to open in the Garden Route. Part of a very strong national brand with over 100 national outlets, overseas representation too.

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Sector: **Food**

Asking Price:

R 6,800,000

Monthly Profit:

R 158,943

Asset Value:

R 2,911,667

Stock Value:

R 112,473

Yearly Net Profit :

R 1,907,313



Business Report

Fully describe the business's activities?

This pizza place comprises two outlets, each with their own legal entity. One based in a popular coastal town and the other based in central George. They are known for top quality foods, and the Franchisor is very active with promotions and product and business developments. The business enjoys strong over the counter sales, as well as excellent support through Mr Delivery and through Uber. More information regarding the businesses will be shared with an NDA qualified Buyer who has proof of funds available.

How long has the business been established?

George branch 8 years
Coastal town branch 3 years

How long has the owner had the business?

5 years and 3 years respectively

Give a breakdown between sit-down, takeaways and deliveries

Take Away fast foods ...few tables available to eat on site but in take away packaging.

How does the business operate on a daily basis?

Each outlet has their respective team structure with a manager in place. The Owner works between the stores if and when they feel the need to do so.

How are the clients attracted to the business?

Strong above the line advertising for the national brand supported by a high level of instore promotional activities, loyalty programs and buying incentives. A portion of the packaging costs are used for instore promotional activity.

What Advertising/Marketing is carried out?

National brand advertising by the Franchisor.
Local marketing and sales initiatives at store level.
The Owner also handles Face Book and Google ads, as well as local media adverts.

Does the business have any contract work?

The businesses do have certain favoured schools whom they sponsor in both regions where they have a footprint.

What competition exists?

There are a number of competitors in this fast food environment.
However, this particular brand offers some unique aspects to their business that is a point of difference.
Their target market is the middle to upper income bracket family market.

What are the seasonal trends?

Sales through the years are quite similar with the exception of the December festive season and school holidays.

Is the business VAT Registered?

The one entity is Vat registered, the other is in the process of applying for Vat registration.

Are there up-to-date Management Accounts available?

Yes

What Balance Sheet and Income Statements are available?

All information up to end financial year 2026 will be available to an approved Buyer.

What percentage of the business is cash/credit?

A high contribution from credit card sales

What is the age analysis of the debtors book?

Not Applicable

How could the profitability of the business be improved?

The profitability will increase significantly with the implementation of a dark kitchen that is currently being introduced on a national basis. This lens a whole new income stream whilst making use of the business facilities as they currently are.

What is the total staff complement?

14 staff members in each outlet

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

Each outlet has an appointed senior and junior manager in place.
Bakers, Assemblers, Fryers, Cashiers and Drivers.

Do any receive special perks or incentives?

There are staff incentives in place which the managers can use internally to motivate the staff.

Are they on contract?

All staff have valid contracts

How involved is the Owner in running the business?

The Owner may not be present at all times, but their responsibilities are as follows:

- Check systems, financials, point of sale etc
- Manages the marketing and advertising initiatives
- Oversees that the store standards and operating procedures are adhered to
- Checking supplier quality and service deliver standards are adhered to

When does the current lease end?

George branch 2029

Coastal outlet 2028

Both leases are renewable

Is there an option of renewal & what period?

Yes, subject to negotiation with the landlord at due diligence stage.

What are the trading hours?

Sundays - Mondays: 10am to 8pm

Tuesday to Thursday: 10am to 8.30 pm

Friday - Saturdays: 10am to 9pm

Is a copy of the lease available?

Yes, as and when required

Do you require a licence?

Health and Safety for the vent and grease traps and pest control.

What are the main assets of the business?

Ovens
Working tables and equipment
Fridges, freezers
Fryers, grillers, warmers and other kitchen equipment
Fixtures and fittings as per the fast food franchise livery
POS and Sales equipment
Packaging materials
Stock of around R70,000 to R80,000 at each store normally

Are any items not included in the sale?

No, all assets as presented are included in the sale.

What is their overall condition?

Good condition but as with all equipment general ongoing maintenance is required at times.

Do any require repairing?

No

How have they been valued ?

Owners second hand value

Are they presently insured?

Yes

Strengths?

Top quality wood fired pizza's and pastas known for their excellent flavours and product quality
The brand has a reputation for above the market norm when it comes to quality.
The businesses have also recently introduced a "dark kitchen" handling on-line offerings.
Long established national brand with over 100 outlets in South Africa and international representation.
High quality ingredients ensuring consistent premium quality product with strong customer endorsement.
Efficient take-away focussed model with controlled overheads.
In-house delivery team of 4 scooter drivers in each branch (8 total) in each outlet add to the strength of the business.
Experienced and well trained staff

Weaknesses?

The business requires skilled staff and well managed operational procedures especially over busy periods, so well trained staff are required at all times.
The Owner needs to ensure strong oversight of the business to ensure that quality and efficiency are adhered to.
Operational intensity during peak periods require good staffing and systems.

Opportunities?

Currently there is a dark kitchen being introduced with a complementary product range that will be sold online and which will generate an additional income stream whilst retaining the same operational overheads.
Systems improvements can reduce dependency on the Owner.

Threats?

There are always threats from lower-end offerings, but this brand is known for their quality and service levels
Rising food and operational costs require that management pay attention to systems and procedures to ensure low shrinkage.

What is the reason for the sale?

The Seller has successfully traded with this franchise operation for many years and he and his family are looking at emigrating in the near future.
They have been offered an overseas opportunity that they are considering seriously.

Why is this a good business?

This is an excellent business for an entrepreneur with a flair for the food industry to become part of an exceptionally strong national premium franchise brand.

The business does not require the Owner to be on hand at all times since they have well structured teams in place.

This particular franchise is entitled to right of first refusal for any additional outlets to be opened within the Garden Route, and also additional outlets within George itself.

Please note that the Seller requires proof of funds prior to any confidential information being shared.