business
for sale



# BUSINESS REPORT

Date: **14th November 2026**
Business Reference:**38049**

About the Business:

## Established franchised supermarket plus bottle store

This is two businesses in one. One is the Supermarket and the other is a bottle store. It is well situated in Centurion in a strip mall and have been around for decades

# Established franchised supermarket plus bottle store



Sector: **Retail**

**Asking Price:**

R 21,000,000

**Monthly Profit:**

R 333,287

Asset Value:
**R 10,000,000**

Stock Value:
**R 8,000,000**

Yearly Net Profit :
**R 3,999,438**

# Business Report

## Fully describe the business's activities?

The business consists of a Supermarket and Liquor store

This is a family business, and they have managers that open and close the store on daily bases. The owner is however in the store daily to ensure Overseeing the business health, Gross Profits, Daily EFT payments to COD Suppliers etc.

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

They open the store every day at approx 6am for the bakers, kitchen staff etc with a later opening time for the public (7am - 8pm). Departments include Bakery, Butchery, Fruit & Veg, Kitchen (HMR), Groceries, Perishables, Frozens etc.

## What Advertising/Marketing is carried out?

Most advertising is done by the Franchisor on TV, Radiio etc while Retailer advertises on Facebook and other social media paltforms

## What competition exists?

There are other franchised supermarkets in the area

## How could the profitability of the business be improved?

Buying stock from other wholesalers instead of Franchisor

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

Managers x 4 (open and close store and daily operations)
Supervisors 4
Cashiers 22
Admin 2
Bakers 5
Butchery 5
Kitchen 5
HMR x 14
Fruit and Veg 4
Cleaners 2

## Do any have management potential?

Yes

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

Owners are at the store daily. But the store can run for several days without owner presence.

## When does the current lease end?

Liquor Store Ends Jan 2027 with 4 x 5 year extension options
Supermarket Ends Nov 2032 with 4 x 5 year extension options

## What are the trading hours?

Supermarket hours are 7am to 8pm daily
Liquor Store hours are Monday to Friday 09:00 to 20:00, Saturday 08:00 to 20:00 and Sunday 08:00 to 15:30

## What are the main assets of the business?

Bakery equipment, Refrigeration, Butchery equipment, POS System, Back office, Generator and shelving plus counters

## Strengths?

Prime, accessible location — Situated at a major Centurion route, giving it strong daily traffic and convenience for commuters.

Established community presence — The store has “served its customers for decades,” indicating strong brand loyalty and deep local familiarity.

Strong fresh departments — The bakery, fresh produce, butchery, and hot food sections are highlighted as key attractions and daily destinations, which differentiates the store from discount competitors.

Extended trading hours — Open daily as well as public holidays, supporting convenience-driven shoppers.

National promotions — Access to national specials and rewards programme enhances price competitiveness and customer retention.

## Weaknesses?

Potential cost pressures — The franchise model often results in higher operating costs compared to independent grocers or discount chains, which can affect pricing flexibility.

## Opportunities?

Growing Centurion residential density — New developments and increased middle‑income households create demand for convenience retail and fresh food offerings.

Expansion of ready‑to‑eat and convenience meals — The hot food department is already a “popular daily destination”; expanding this could capture office workers and commuters.

Leveraging Rewards data — Personalised promotions and loyalty-driven engagement can increase basket size and repeat visits.

Partnerships with local suppliers — The decentralised model allows stores to stock local products, which can differentiate the Centurion branch from national chains.

Online shopping growth — Strengthening adoption in Centurion could capture customers shifting to delivery and click‑and‑collect.

## Threats?

High competition in Centurion — The area has strong competitors, all competing on price, quality, and convenience.

Economic pressure on consumers — Rising food inflation and fuel costs push shoppers toward discount formats, potentially reducing their share of wallet.

Shifts in consumer behaviour — More customers are moving to online grocery platforms with aggressive delivery models, which may erode foot traffic their own digital adoption is slow.

## What is the reason for the sale?

Owners would like to retire