

**business**  
for sale



Date: **9th May 2026**

Business Reference: **37339**

About the Business:

## **Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location in JHB.**

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Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location. Whether you're an experienced entrepreneur or a first-time buyer, this franchise provides the perfect platform to step into the thriving fast-food industry with confidence. Take advantage of this rare opportunity to become part of two beloved South African brands. Contact us today for more details!

# Exciting Opportunity: Own a Steers & Fishaways Fast Food Franchise in Prime Location in JHB.



Sector: **Food**

Asking Price:

**R 2,800,000**

Monthly Profit:

**R 65,301**

Asset Value:

**R 1,500,000**

Stock Value:

**R 90,000**

Yearly Net Profit :

**R 783,609**



# Business Report

## Fully describe the business's activities?

The opportunity includes both a Steers and Fishaways franchise in one.

Steers was founded in 1970 and has grown to become a leading fast-food brand in South Africa. Its success can be attributed to its focus on differentiation and innovation in creating a unique selling proposition. Fishaways is known for its exceptional offerings and has received positive feedback from customers for its quality food

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

Youth Segment: Steers has positioned itself as a leading fast-food brand in South Africa, gaining significant market share and becoming a preferred choice among the youth segment<sup>1</sup>.

Quality-Conscious Consumers: Steers is known for its high-quality flame-grilled pure beef burgers and handmade chips, attracting clients who prioritize quality in their fast-food choices<sup>1</sup>.

Families and Groups: Steers' menu and restaurant environment are designed to cater to families and groups looking for a casual dining experience

## What Advertising/Marketing is carried out?

The head office runs and manages all marketing and advertising promotions.

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

Greater owner involvement and single store owner will automatically reduce expenses.

## Do any have management potential?

Current management structure in place.

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

The owner is a multiple store owner and is not involved on a daily basis, he merely provides oversight.

## When does the current lease end?

31 October 2027

## What are the main assets of the business?

Assets: these reflect the standard franchise spec. for a Steers and Fishaways.

## Strengths?

**Brand Recognition:** Steers and Fishaways are iconic South African fast-food brands, attracting a loyal customer base.

**Diverse Menu Offering:** Combines burgers, fries, and flame-grilled meals from Steers with seafood options from Fishaways, appealing to varied tastes.

**Proven Business Model:** Established systems, marketing support, and operational guidance from the franchisor.

**Strong Foot Traffic:** Prime location ensures a steady stream of customers.

## Weaknesses?

**High Competition:** Competes with other fast-food chains and local eateries.

## Opportunities?

**Market Growth:** Expanding fast-food industry in South Africa and globally.

**Delivery Services:** Increased demand for convenience through online platforms like Uber Eats and Mr D.

**Menu Innovation:** Opportunity to introduce healthier or trendier meal options to attract new customer segments.

Threats

## Threats?

**Economic Fluctuations:** Changes in the economy could impact consumer spending on eating out.

## What is the reason for the sale?

The owner wants to pursue other business interests.