

business
for sale



Date: **15th May 2026**

Business Reference: **38183**

About the Business:

Well-Known Laundry Business for Sale – Steady Returns

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Sector: **Services**

Asking Price:

R 295,000

Monthly Profit:

R 12,254

Asset Value:

R 0

Stock Value:

R 5,000

Yearly Net Profit :

R 147,043



Business Report

Fully describe the business's activities?

The business operates as a retail laundry and dry-cleaning franchise outlet, forming part of a nationally recognised franchised group, one of South Africa's leading laundry and dry-cleaning brands. The business provides a full-service garment and textile care solution to both walk-in retail customers and repeat local clientele. Core services include:

Laundry services (wash, dry, fold by weight)

Dry-cleaning

Alterations and repairs

Cobbler/shoe repairs

Garment dyeing

The store operates from a high-visibility retail premises, servicing a well-established residential catchment area in the Northern suburbs of Johannesburg. Customers can drop off items, which are processed either in-store or through centralized franchise systems, depending on the service line.

The business benefits from the proven franchise model, which focuses on delivering consistent quality, affordability, and convenience. The franchise system supports store owners through structured operations, brand marketing, and training, ensuring standardised service delivery across outlets.

From a revenue perspective, the business is diversified across multiple service categories, with income generated from:

Laundry (largest contributor)

Dry-cleaning

Alterations

Ancillary services (dyeing, shoe repairs)

The operation is structured to provide recurring, necessity-based services, making it relatively resilient to economic cycles, as laundry and garment care remain essential services for both individuals and households.

How does the business operate on a daily basis?

The business operates from a retail store where customers drop off garments for cleaning, alterations, and related services.

Items are sorted and processed either in-store or through the franchise system for specialised services.

Daily operations include washing, dry-cleaning coordination, pressing, and quality control before collection.

Revenue is generated through consistent walk-in trade and repeat customers requiring routine garment care services.

What Advertising/Marketing is carried out?

The business benefits from brand-driven marketing through the well know franchise network, which promotes a consistent national presence.

It utilises in-store visibility, signage, and a high-footfall retail location to attract walk-in customers.

Customer retention is supported through service quality, reliability, and repeat business rather than heavy advertising spend.

Word-of-mouth referrals and the established reputation of the brand remain key drivers of new and returning customers

What competition exists?

The business competes with local laundries and dry cleaners in the area, including independent operators and other franchise brands.

It remains competitive through the strength of the franchise brand, consistent service quality, and strong customer loyalty.

How could the profitability of the business be improved?

Profitability can be improved by introducing corporate accounts (e.g. offices, salons, Airbnb hosts) to create higher-volume, recurring income.

Further growth can be achieved through enhanced local marketing and upselling additional services to increase average spend per customer.

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

1 Tailor

1 Supervisor

2 General workers

Do any have management potential?

Yes- Store supervisor

How involved is the Owner in running the business?

Owner is hands on and involved in opening and closing of the store.

When does the current lease end?

31 July 2027

What are the main assets of the business?

- 2 WASHING MACHINES
- 2 TUMBLE DRYERS
- 2 IRONS
- 2 IRONING BOARDS
- 1 GEYSER
- 1 SEWING MACHINE

Strengths?

The business benefits from the strong Franchised national brand, providing credibility and customer trust. It generates consistent, repeat income from essential laundry and dry-cleaning services with regular customer usage.

The operation is simple and system-driven through the franchise model, reducing owner dependency and complexity.

Located in a well-supported residential area, the business enjoys steady walk-in trade and customer loyalty.

Weaknesses?

The business is dependent on retail foot traffic and walk-in customers, with limited structured marketing initiatives.

Margins can be impacted by high operating costs, particularly rent, utilities, and franchise-related expenses. There is competition from lower-cost independent operators, which may place pressure on pricing and customer retention.

Opportunities?

Opportunities exist to leverage franchise marketing support and promotional tools to increase local customer engagement.

There is further potential to expand through multi-store ownership and improved cost efficiencies via central purchasing.

Threats?

The business faces competition from independent laundries and lower-cost operators, which may compete aggressively on price.

Rising operating costs such as rent, utilities, and labour can place pressure on profitability.

Maintaining consistent service standards is critical, as service declines could quickly impact customer retention in a competitive market.

What is the reason for the sale?

Not disclosed – available to serious buyers upon enquiry.