



Date: **23rd March 2026**
Business Reference: **37221**

About the Business:

HOT BUY! Franchise bottle store located at a fuel station - Limpopo

This is a profitable, franchise liquor store located at a busy fuel station, leveraging the convenience of a one-stop-shop experience. No franchise joining fees, low overheads.

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Sector: **Retail**

Asking Price:

R 2,400,000

Monthly Profit:

R 153,531

Asset Value:

R 607,000

Stock Value:

R 1,500,000

Yearly Net Profit :

R 1,842,368



Business Report

Fully describe the business's activities?

This franchise liquor store operates within the premises of a fuel station, catering to both passing motorists and local customers. They leverage the convenience of a one-stop-shop experience, allowing customers to purchase liquor along with fuel and other convenience store items.

How does the business operate on a daily basis?

The owner opens and closes the store, and actively participates in overseeing operations, managing supplier relationships, and handling customer interactions to maintain quality service and regulatory compliance.

What Advertising/Marketing is carried out?

Very little marketing is carried by the store owner, however, the franchisor has a website and active social media pages. Pamphlets advertising specials are also distributed from time to time.

How involved is the Owner in running the business?

The current owner is present in the business on a daily basis.

When does the current lease end?

The current lease is in place until August 2027.

What are the trading hours?

The business operates from 9am to 8pm on weekdays and Saturdays, and from 10am to 3pm on Sundays.

What are the main assets of the business?

The assets include walk-in fridges, shelving and display equipment, as well as computer equipment.

Strengths?

This business is well established and has occupied the same prime location at a fuel station with high foot traffic, and good visibility, for more than 15 years.

The business is part of a well known franchise brand, with 330 stores countrywide. Excellent franchisor support. There are no franchise joining fees.

Weaknesses?

The current layout of the liquor store may restrict expansion or major renovations.

Opportunities?

Providing online and delivery services.

Implementing cost-effective digital marketing strategies, would boost revenues.

Expanding partnerships with local businesses for cross-promotions.

Threats?

General economic threats.

What is the reason for the sale?

The sellers are emigrating.