

# BUSINESS REPORT

Date: 4th February 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**

Asset Value:  
**R 607,000**

Monthly Profit:

**R 153,531**

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.