

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **13th October 2025**  
Business Reference: **37653**

About the Business:

## Advertising franchise in Pretoria

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Easy to run with contract income and low overheads. Work from home opportunity.

# Advertising franchise in Pretoria



Sector: **Services**

Asking Price:

R **330,000**

Monthly Profit:

R **19,388**

Asset Value:

R 70,000

Stock Value:

R 0

Yearly Net Profit :

R 232,655



# Business Report

## Fully describe the business's activities?

Advertise businesses on TV screens in strategical places North of Pretoria..  
This well established franchise provides an effective and affordable advertising solution for small businesses.

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

The Owner does the marketing. When an order is received to advertise a business on TV , agreements are signed and payment terms arranged . The update of ads on TV's are done where TV's are installed at the strategic clients premises.

## What Advertising/Marketing is carried out?

Advertising takes place on the franchise own strategic placed screens.

## What competition exists?

Yes there are. There are no direct competition.

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

More marketing can be done to clients to advertise and rolling out more strategic placings of TV screens to advertise

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

Only the owner runs the business entirely and is easy the manage in his/her flexible hours .

## When does the current lease end?

No lease needed. The business is ideally run from home.

## What are the main assets of the business?

The main assets are the TV screens , monitors and electronic equipment that are installed at clients

## Strengths?

This advertising method gives the opportunity for many small businesses To advertise at reasonable tariffs.. Clients renew on a regular basis to advertise. The business is a home base opportunity and easy to run.. TV ads in the area effectively target regional audiences. Traditional TV advertising still holds trust among older demographics.

## Weaknesses?

Attending to the business on a regularly basis is important to grow the business.. Younger audiences are shifting to streaming and on-demand content.

## Opportunities?

There are lots of scope to grow and place more TV screen at strategic places. Combining TV's with digital strategies (e.g., QR codes, social media tie-ins) can enhance engagement. The area has a business-friendly climate and new ventures that may need advertising. New residents moving to the target area may open up fresh market segments.

## Threats?

Loadshedding. Platforms like Netflix and YouTube are drawing viewers away from traditional TV. Advertising budgets are often the first to be cut during downturns. Agencies offering digital-first solutions may outpace traditional TV Ad providers.

## What is the reason for the sale?

The Owner wants to consolidate their interest.