



BUSINESS REPORT

Date: **11th December 2025**

Business Reference: **37760**

About the Business:

Build Your Future with a Mobicycle Franchise — Sustainable. Scalable. Profitable.

Become part of the clean transport revolution. Mobicycle offers a proven franchise model, low setup costs, and high growth potential in South Africa's fast-expanding mobility market.

Build Your Future with a Mobicycle Franchise — Sustainable. Scalable. Profitable.



Sector: **New Franchise Opportunities**

Asking Price:

R **95,000**

Projected Monthly Profit:

R **17,848**

Asset Value:

R **210,000**

Stock Value:

R **115,000**

Projected Yearly

Profit :

R **214,172**



Business Report

What Advertising/Marketing is carried out?

Newspapers, Radio & Multimedia and word of mouth

What competition exists?

Various but with different niche markets

How could the profitability of the business be improved?

Expanding into Scooter Hire as well to diversify the offering supplied by the franchisor

What are the main assets of the business?

Included in the purchase price are 2 x 80cc Commuter Go Bicycles with rear carrier & stand, 2 x Commuter Go 80cc Sport Cycles with fitted High rise handle bars & rear carrier, 2 x All Terrain Endurance 80cc Mountain Cycle with fitted Rear Carrier & stand and 2 x All Terrain Endurance 80cc Sport fitted with High Rise Handle Bars & rear carrier

What is the Franchise joining Fee?

Zero

What is the monthly royalty, management and marketing fees? Are these fees based on turnover or a flat rate?

Zero

What type of premises do a new franchisee require to operate the franchise?

Can work from home or rent a premises.

Can the franchise be operated from home?

Yes

Will the franchisor assist in identifying or acquiring premises and will assistance be provided with negotiating the lease on behalf of the franchisee?

Yes

Strengths?

- **Innovative Approach:** Mobi-cycle focuses on mobility and convenience, catering to customers' needs for quick and accessible cycle services wherever they are.
- **Reduced Overhead:** Operating from home or mobile units removes the need for costly storefront leases, making it easier to manage expenses and enter new markets.
- **Brand Expansion:** Franchising Mobi-cycle allows Franchisees to rapidly grow their brand presence and develop stronger market recognition.
- **Ease of Scaling:** The mobile nature of Mobi-cycle franchises makes it simple to expand.
- **Comprehensive Support:** Franchisor offers thorough training, ongoing support, and marketing resources, increasing the likelihood of franchisee success.

Weaknesses?

- **Location & Weather Sensitivity:** The effectiveness of Mobi-cycle services can be influenced by geography and adverse weather conditions, impacting business consistency.
- **Maintaining the Mobi-cycle brand's reputation** heavily depends on franchisees upholding standards and delivering quality service.

Opportunities?

- **Urban Growth:** As cities grow, the demand for efficient and convenient cycle services like Mobi-cycle continues to rise.
- **Eco-Conscious Market:** Increasing awareness of sustainability boosts cycling's popularity, expanding Mobi-cycle's potential customer base.
- **Corporate Partnerships:** There are possibilities for Mobi-cycle to collaborate with companies, schools, or at events, providing on-site services where they're needed most.
- **Digital Integration:** Leveraging technology—such as user-friendly apps for booking and real-time tracking—can improve customer engagement and streamline operations.
- **Additional Revenue Streams:** Sellers can introduce new services, such as selling cycling accessories, or providing maintenance subscriptions, to increase growth.

Threats?

- **Rising Competition:** The franchise model could face challenges from new entrants, established bicycle shops, or tech-focused start-ups moving into the mobile service sector.
- **Regulatory Risks:** Changes in local laws regarding mobile businesses could restrict or complicate Mobi-cycle operations.
- **Economic Uncertainties:** Economic downturns can reduce consumer spending on non-essential services, affecting franchise performance.
- **Rapid Tech Change:** Advances in bicycle technology may require ongoing investment to keep staff skilled and equipment updated.