business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37720**

About the Business:

Step Into Franchise Leadership With Southern Africa's Top Laundry & Dry Cleaning Brand

Proven and profitable, now opening in your town. Only one master Franchise available for Botswana an Namibia and Eastern Cape. Seize the opportunity to become a key player in Southern Africa's thriving laundry and dry cleaning market. By securing a Master Territory Franchise, you'll manage your own cutting-edge store and enjoy exclusive rights to expand your franchise network for twenty years. Each

new franchise brings in significant earnings, with ongoing royalties providing a steady income. This venture is ideal for entrepreneurs seeking a reliable, scalable business model within a respected brand, supported by robust industry growth and increasing demand for expert laundry services. Take the next step towards financial independence and long-term success in a sector that's shaping the future of everyday convenience.

Step Into Franchise Leadership With Southern Africa's Top Laundry & Dry Cleaning Brand



Sector: **New Franchise Opportunities**

Asking Price:

R 1,500,000

Monthly Profit:

R 60,296

Asset Value:
R 1,170,000

Stock Value:
R 0

Yearly Net Profit :
R 723,556

Business Report

How long has the business been established?

The franchise company and brand was established in 2003, and now has 75 x stores trading nationally

The franchise is also recently established in the UK and Ireland.

How long has the owner had the business?

The owner has been in retail franchising for 30 years and the franchise has been in existence for 22 years

What is the Franchise opportunity about?

The franchise is the largest laundry and dry cleaning franchise network in Southern Africa. The demand for laundry services has seen an increase in South Africa, with the industry growing at a pace of up to 10% per annum. This growth is driven by factors like busy lifestyles, limited living space, and the convenience of outsourcing laundry tasks, especially with the rise of on-demand services.

The Master Territory Franchise is the flagship in the group. You have best of both worlds. You have your own flagship shop with all the bells and whistles and you have the further opportunity to sell new Franchises. You have the exclusive right to sell Franchises in your area for 20 years!

The Master Territory Franchisee acts as the Franchisor in his designated area. As a Master Territory Franchisor you would earn R 100 000 per new Franchise sold in your area as well as R 2 500 per month royalty per Franchise in your area.

How long has the Franchise group been establised for?

Since 2003

How many existing franchisees are there in the group and for how long have they been operating?

Approximately 50 franchisees, of which some of the franchisees has multiple stores which is a testimony for the success of the franchise and business concept

The different stores have operated from newly opened to 15 years in business.

In which provinces/ areas are the existing franchisees located in?

The franchise is established nationally in all provinces except Eastern and Northern Cape which is part of the focus area for 2025. The Master Territory Franchise is available in the Free State, Northern Cape, Eastern cape as well as Botswana and Namibia

What is the success of the current franchisees?

As part of a recognised franchise brand, the business benefits from built-in customer trust and credibility—people feel more confident using a well-known, established name brand. This has lead to huge success for the current franchisees. Probably the best proof is that a number of the existing franchisees reinvested into the brand with multiple stores.

We will share with you names and info of existing franchisees that can share with you their success and why this Franchise tops the list

How does the business operate on a daily basis?

There are no fixed business hours except where the Lessor demand specific hours. Franchisees has to be mindful that many customers bring in their laundry en-route to work and collect same after work. Proposed business hours would be from 7.00 to 17.30. It is also proposed to be open on Saturdays for at least half of the day although it can be on skeleton staff as the washing can be done on Monday

What Advertising/Marketing is carried out?

The franchisor has a national marketing fund where for national marketing of the brand nationally. Each franchisee is advised to spend at least 3% of turnover on marketing.

What competition exists?

There are many other laundromats in the market but few are franchise driven which is the key to our success. A Brand name create a sense of trust with the consumer.

How could the profitability of the business be improved?

The profitability can hugely be improved if contracts can be secured with guest houses, restaurants, pubs etc

What is the reason for the sale?

Everybody dreams of owning your own business. To be in charge of your own destiny. To be able to earn more than a fixed monthly salary. Sadly its not meant to be for most. There are many reasons for this. Usually it is the price of the business and the start up capital that is needed. The know how and the experience that is needed.

Here is the exception. You can own your own business for R 1 500 000 excl and you get a turn key business. Turn key in the real sense of the word. EVERYTHING is in place on opening day. From the point of sale equipment and software to the washing machines and training on everything. Branded shop fitting and attractive signage. Even loyalty cards and a shop stamp!! The franchisor even stay by your side for 5 days after opening to make sure everything runs smoothly and assist in ironing out growing pains.

But not only a flagship store, but also the opportunity to act as the Franchisor in your designated area. And here lies the benefit of receiving perpetual income on monthly royalties.

Strengths?

- The best of both worlds. You are Franchisor and Franchisee.

- A proven method, with the business support and advantage of being part of an established national franchised brand.

- Credibility when competing for light commercial business or negotiating lease agreements

- A new approach to the look and layout of Laundry outlets, adding a more professional appearance.

- Continuous business support from Franchisor Head Office

- Frequent visits from Head Office Store Relationship Managers to guide owner and re-train staff when necessary.

- On-going research and development by the Head Office in establishing effective cost-cutting measures

Weaknesses?

- The success of the business is greatly dependent on its ability to meet the laundry and dry cleaning deadlines required by the customers.
- Customer satisfaction is mainly dependent on the skills and attitude of contact staff.
- Security of the cash is dependent on the honesty of the store manager at times when the store owner is not on site
- Walk-in customers usually come from a limited geographic region
- In-coming business is dependent on the customer's ability to make it to the store during the trading hours

Opportunities?

- The potential exists for expansion i.e. more outlets can be opened by the same owner in the greater surrounds.
- More equipment can be added into the existing laundry for more operational capacity.
- A vast number of construction projects are developing residential apartments, meaning more potential customers for the business.
- The opening of more businesses and establishments namely, guest houses, restaurants, hospitals, prisons, etc increases the list of potential clients

Threats?

The industry is proving attractive to many investors because of its lucrative scope and many similar businesses are opening up which could result in serious competition and a smaller market share
Death or incapacity of the key member could place a burden on the business.
Changes in labour legislation seem to be favouring the employee more and more, putting stringent controls on the employer.
The improvement of the financial landscape would mean that more people would be able to employ domestic help and eliminate the need to bring their laundry to the retail outlet.
Corporate clients may decide to purchase their own laundry equipment and do their own laundry internally.