

business
for sale



Date: **2nd June 2026**

Business Reference: **38099**

About the Business:

Relaunch a Proven Food Retail Brand – Scalable Franchise Opportunity

A rare opportunity to acquire a previously national food retail brand with strong recognition and proven scalability. Includes an operational store and full franchise rights, offering immediate income and significant expansion potential across South Africa.

Relaunch a Proven Food Retail Brand – Scalable Franchise Opportunity



Sector: **Retail**

Asking Price:

R 1,800,000

Monthly Profit:

R 57,571

Asset Value:

R 1,844,793

Stock Value:

R 0

Yearly Net Profit :

R 690,849



Business Report

Fully describe the business's activities?

Established food retail concept with a proven national footprint (previously scaled to ±60 outlets).
Core activity: sale of high-demand, everyday food products to walk-in customers.
Revenue streams include in-store retail sales and future franchising opportunities.

Operations include:

- Procurement of food products from suppliers
- In-store merchandising and point-of-sale transactions
- Staff-managed daily retail operations
- Brand-driven customer experience

Strong foundation to relaunch as a scalable franchise model with centralised systems and standardised store formats.

How does the business operate on a daily basis?

Operates as a structured, process-driven retail outlet focused on high-volume daily sales.

Daily activities include:

- Opening procedures, stock checks and cash float preparation
- Continuous customer service and point-of-sale transactions
- Active merchandising and shelf replenishment
- Supplier deliveries and stock receiving
- Staff supervision and shift management
- Daily cash-ups and basic financial controls

Systems and workflows are standardised, allowing easy replication across multiple outlets.
Model is designed for owner-managed or supervisor-led operation, supporting future franchise scalability.

What Advertising/Marketing is carried out?

Marketing is primarily driven through social media platforms, offering cost-effective and targeted customer reach.

What competition exists?

Limited direct competition within this specific product niche, creating a strong market positioning advantage.

Indirect competition includes:

- National retail chains offering overlapping product ranges
- Independent food retailers with partial product overlap
- Convenience stores targeting similar customer segments

Competitive advantage:

- Specialised product focus not fully replicated by competitors
- Established brand recognition from previous national presence
- Ability to position as a destination store rather than a general retailer
- Opportunity to dominate a niche segment with focused execution and franchising rollout.

How could the profitability of the business be improved?

Strong opportunity to increase basket size and margins through product expansion.

Immediate opportunities:

- Introduce a coffee offering to drive foot traffic and repeat visits
- Add complementary food lines to increase average spend per customer
- Bundle deals and combo pricing to boost transaction value

Operational improvements:

- Optimise supplier pricing and bulk purchasing
- Improve stock management to reduce waste and shrinkage
- Implement upselling at point of sale

Strategic upside:

- Roll out standardised product mix across franchise model
- Leverage brand to introduce high-margin private label products

Give a breakdown of staff/ functions/ length of service?

- 1 - Manager
- 2 - Shop Assistance
- 1 - Storeroom Assistant

Do any have management potential?

Manager

How involved is the Owner in running the business?

Totally involve

When does the current lease end?

Feb 2027

What are the trading hours?

Mon - Fri 09:00-17:00
Sat 08:30 - 14:00
Holidays 08:30 - 13:00

What are the main assets of the business?

Shelving
Freezers
Desks
POS equipment
Coffee Machine

Strengths?

Established brand with prior national footprint (±60 stores)
Niche positioning with limited direct competition
Proven, scalable retail model suited for franchising
Existing store provides immediate trading platform

Weaknesses?

Brand impacted by previous liquidation
Requires capital to relaunch and rebuild network
Systems and structures may need re-establishment

Opportunities?

Franchise rollout across South Africa
Product expansion (e.g. coffee, complementary food lines)
Strong upside through modern digital marketing
Ability to reclaim market share quickly

Threats?

Larger retail chains with overlapping offerings
Execution risk in relaunch phase
Economic pressure on consumer spending

What is the reason for the sale?

The owner is exiting due to health challenges that are limiting his ability to remain actively involved in daily operations.