



Date: **23rd June 2026**

Business Reference: **38068**

About the Business:

## **FRANCHISED SUPERMARKET FOR SALE – EXCELLENT OPPORTUNITY**

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An established franchised supermarket is now available for purchase. This well-known brand operates from a prime location with strong foot traffic and a loyal customer base. Key Highlights: Prime location with consistent foot traffic Recognised franchise brand Fully operational with all equipment included Experienced staff in place Strong, loyal customer base Proven track record of steady turnover

# FRANCHISED SUPERMARKET FOR SALE – EXCELLENT OPPORTUNITY



Sector: **Retail**

Asking Price:

**R 12,000,000**

Monthly Profit:

**R 119,128**

Asset Value:

**R 1,434,339**

Stock Value:

**R 3,300,000**

Yearly Net Profit :

**R 1,429,534**



# Business Report

## Fully describe the business's activities?

The business consists of a Supermarket and bottle store.

This is a family business, and they have managers that open and close the store on daily bases. The owner is however in the store daily to ensure orders and operations.

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

They open the store every day for the bakers, with a later opening time for the public. They Bake bread, cook food, prepare meat and pack shelves daily.

## What Advertising/Marketing is carried out?

Most advertising is done by the Franchisor on TV and radio as well as Facebook and other media.

## What competition exists?

There are other franchised supermarkets in the area

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

Managers x 3  
Supervisors x 2  
Cashiers x 11  
Admin x 2  
Bakers x 4  
Butchery x 4  
Kitchen x 5  
Deli x11  
Fruit and Veg x1  
Cleaners x1

## Do any have management potential?

This business has competent mangers in place.

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

Owners are at the store daily.

## When does the current lease end?

May 2026

## What are the trading hours?

Supermarket hours are 6am to 8pm daily

Bottle Store hours are Monday to Friday 09:00 to 20:00, Saturday 08:00 to 20:00 and Sunday 09:00 to 15:30

## What are the main assets of the business?

Bakery equipment, Refrigeration, Butchery equipment, POS System, Back office, Generator and shelving plus counters.

## Strengths?

Prime, accessible location — Situated at a major Centurion route, giving it strong daily traffic and convenience for commuters.

Established community presence — The store has “served its customers for decades,” indicating strong brand loyalty and deep local familiarity.

Strong fresh departments — The bakery, fresh produce, butchery, and hot food sections are highlighted as key attractions and daily destinations, which differentiates the store from discount competitors.

Extended trading hours — Open daily as well as public holidays, supporting convenience-driven shoppers.

National promotions — Access to national specials and rewards programme enhances price competitiveness and customer retention.

## Weaknesses?

Potential cost pressures — The franchise model often results in higher operating costs compared to independent grocers or discount chains, which can affect pricing flexibility

## Opportunities?

Growing Centurion residential density — New developments and increased middle-income households create demand for convenience retail and fresh food offerings.

Expansion of ready-to-eat and convenience meals — The hot food department is already a “popular daily destination”; expanding this could capture office workers and commuters.

Leveraging Rewards data — Personalised promotions and loyalty-driven engagement can increase basket size and repeat visits.

Partnerships with local suppliers — The decentralised model allows stores to stock local products, which can differentiate the Centurion branch from national chains.

Online shopping growth — Strengthening adoption in Centurion could capture customers shifting to delivery and click-and-collect.

## Threats?

High competition in Centurion — The area has strong competitors, all competing on price, quality, and convenience.

Economic pressure on consumers — Rising food inflation and fuel costs push shoppers toward discount formats, potentially reducing their share of wallet.

Shifts in consumer behaviour — More customers are moving to online grocery platforms with aggressive delivery models, which may erode foot traffic their own digital adoption is slow

## What is the reason for the sale?

The reason for the sale is that the owners are downsizing.