business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**37857**

About the Business:

Wimpy franchise showing good growth in Johannesburg.

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Sector: **Food**

Asking Price:

R 2,700,000

Monthly Profit:

R 63,030

Asset Value:
R 2,500,000

Stock Value:
R 60,000

Yearly Net Profit :
R 756,360

Business Report

Fully describe the business's activities?

This very well-known franchise primarily operating as a fast-casual dining restaurant. The franchise supports takeaways as well. The franchise is well established in South Africa is a popular choice in the South African casual dining market.

How does the business operate on a daily basis?

The restaurant is manager run and part of a larger group of franchisee stores. Area managers provide daily oversight and operational involvement in the different stores with the owner providing oversight from the central office.

What Advertising/Marketing is carried out?

The franchisor employs a dynamic mix of advertising and marketing strategies countrywide. Traditional methods like radio ads, billboards, and print media complement their strategy, alongside partnerships with delivery platforms like Uber Eats to boost online orders. This integrated approach effectively attracts customers, drives engagement, and enhances brand visibility.

Do any have management potential?

Restaurant is currently manager run.

How involved is the Owner in running the business?

The owner is a multiple store owner and provides oversight from his central office.

When does the current lease end?

31 March 2028

What are the trading hours?

7am to 6pm Monday to Friday
7am to 3pm weekends

What are the main assets of the business?

A comprehensive asset list will be provided.

Strengths?

Global presence and international chain: Wimpy has a strong global presence, making it a well-recognized brand.
Good quality burgers: Known for its tasty and high-quality burgers.
Special kids menu: Offers a menu specifically designed for children.
Recent brand revamping: The brand has undergone recent updates to stay relevant.
Innovative marketing campaigns: Notable campaigns like the ‘Braille Burger’ have been successful.
Engagement activities for kids: Numerous activities and competitions for children

Weaknesses?

Lack of advertising: Compared to competitors, Wimpy's advertising efforts are limited.

Opportunities?

Advertising on different platforms: There is potential to increase advertising efforts across various platforms.
More owner involvement will bear fruits.

Threats?

Increase in raw material costs: Rising costs can impact profitability

What is the reason for the sale?

The owner wants to pursue other business interests.