business
for sale

BUSINESS REPORT

Date: **19th October 2026**
Business Reference:**38521**

About the Business:

Pizza & Pasta franchise in Northern Suburbs of Johannesburg

Pizza and Pasta Franchise in high LSM area

Pizza & Pasta franchise in Northern Suburbs of Johannesburg

Sector: **Food**

Asking Price:

R **2,000,000**

Monthly Profit:

R **94,131**

Asset Value:
R 600,000

Stock Value:
R 45,000

Yearly Net Profit :
R 1,129,567

Business Report

Fully describe the business's activities?

Tucked away in the leafy northern suburbs, this bespoke pizza and pasta restaurant blends authentic modern Italian flair with an easygoing, affordable charm that appeals to everyone. Known for its commitment to fresh, high-quality ingredients, innovative recipes, excellent service, and stylish surroundings, it's a local gem. Highlights include registered trademarks, detailed menu and training manuals, an up-to-date liquor license, ready-to-use marketing assets, and equipment in perfect working order for the past two years. A previous winner of Best Pizza in Joburg, it boasts a loyal customer base, steady growth since opening in 2015, and a solid social media following. Sales are evenly split between in-store and Uber orders, as well as between pizza and pasta. With two in-store delivery bikes and a self-sufficient team—most of whom have been there since 2015—this award-winning spot is both well-established and thriving.

How does the business operate on a daily basis?

The restaurant's day kicks off with prepping fresh ingredients and making dough, as the kitchen staff gets an early start to have everything ready for service. Once the doors open, the front-of-house team sets up the dining area and handles reservations if needed. Throughout the day, orders come in, and the kitchen whips up pizzas and pasta dishes to order, while the waitstaff serves guests and keeps the atmosphere warm and welcoming. Behind the scenes, the kitchen team manages inventory, restocks supplies, and maintains a clean, organized space. During peak hours, things get busy, but the staff works in sync to deliver great service. At closing time, they clean up, restock, and prep for the next day to keep operations running smoothly.

What Advertising/Marketing is carried out?

This business boasts a strong social media presence, with over 4,000 Instagram followers and 646 on Facebook, complemented by a well-established website. Thanks to word-of-mouth promotion, it has built a solid reputation and enjoys a loyal base of repeat customers.

What competition exists?

The brand offers a unique concept that blends the best of restaurant dining and takeaway. They provide quick service and convenient products without compromising on restaurant-quality standards. As a result, they face only a few competitors. While those competitors serve great pizza at high prices, no one else in the quick-service market is offering pasta quite like they do.!

How could the profitability of the business be improved?

The business has a manager in place. With the right owner in place, staffing could be streamlined and plans to boost revenue could be put into action.

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

There are 9 Kitchen staff & 1 Kitchen manager. The Kitchen is divided into sections namely pizza, pasta, prep/salads & sculler. All staff assigned to their sections are responsible for preparing, cleaning & making orders for that section. The Kitchen manager oversees all Kitchen sections. There are 2 front of house staff that are responsible for taking customer orders, serving sit-down customers & preparing drink & dessert orders. They also control the 3rd party delivery partner orders (Uber/Mr. D). The store has 2 Managers who oversee the store both front house staff & Kitchen. The store has 1 driver. He is responsible for all delivery orders as well as controlling packaging.

Do any have management potential?

There are already 3 managers employed as mentioned.

How involved is the Owner in running the business?

The owner is currently just supervising the business.

When does the current lease end?

3 years remaining

What are the trading hours?

Mon to Thu & Sun 10:30am to 8:30pm. Fri & Sat 10:30am to 9:00pm.

What are the main assets of the business?

Pizza Oven, Refrigeration, Bespoke shop fitting

Strengths?

The brand boasts a strong set of franchise operating systems and controls, with registered trademarks, a detailed menu matrix for each product, and comprehensive training manuals. The liquor license is current, marketing assets are readily available, and all equipment has been in good working order for the past 24 months. Having previously won the title of best pizza in Joburg, it enjoys an award-winning reputation and a loyal customer base. Since opening in 2015, it has maintained continuous growth, a stable social media following, and an even split between in-store and Uber sales, as well as between pizza and pasta offerings. With two in-store delivery bikes and a majority of staff who have been on-site since 2015 and are self-sufficient, the brand is well-established and thriving.

Weaknesses?

The business operates in a competitive casual dining market, requiring ongoing marketing efforts to maintain visibility and customer loyalty. However, its established brand presence, quality-focused offering, and convenient location help mitigate this challenge.

Opportunities?

The store is located in a high LSM area, easily accessible. Excellent opportunity to duplicate the business model.

Threats?

The business may face external challenges such as rising food, utility, and labor costs, which can place pressure on margins in the restaurant industry. Additionally, changing consumer spending patterns during periods of economic uncertainty could impact discretionary dining-out expenditure.

What is the reason for the sale?

The owner works elsewhere and wants to scale things down.