business
for sale

BUSINESS REPORT

Date: **27th October 2026**
Business Reference:**38515**

About the Business:

Popular Franchise Coffee shop, bakery and restaurant Ready For Growth

Well-established coffee shop and artisanal bakery with an upgraded setting, experienced staff and proven franchise systems. An attractive opportunity for a new owner to build on an established operation and unlock further growth potential.

Popular Franchise Coffee shop, bakery and restaurant Ready For Growth

Sector: **Food**

Asking Price:

R **3,515,000**

Monthly Profit:

R **87,723**

Asset Value:
R 2,900,000

Stock Value:
R 85,000

Yearly Net Profit :
R 1,052,673

Business Report

Fully describe the business's activities?

The business is an established artisanal bakery, café and restaurant situated in a popular Pretoria precinct. Operating under a recognised brand, it offers freshly baked artisan breads and pastries, quality coffee, and a diverse menu spanning breakfast, brunch and lunch, including sandwiches, salads, pasta, pizzas and burgers.

Recently relocated to newly built premises alongside the theatre and neighbouring restaurants, the business combines an inviting café atmosphere with indoor and outdoor dining. It also enjoys a strong presence among the surrounding office buildings, providing opportunities to further grow corporate catering, office deliveries and business lunch trade.

A dedicated dinner menu has already been developed, with its rollout and extended trading hours to 21:00 forming part of the business's next phase of growth. This presents an exciting opportunity for a purchaser to build on the established daytime trade and develop the evening market, including pre-theatre dining.

How does the business operate on a daily basis?

The business is operated by a team covering management, bakery production, kitchen operations, barista service and front-of-house service, with oversight from the owners.
Management coordinates the daily running of the restaurant, including staff allocation, opening and closing procedures, customer service, stock availability and cash-ups. The bakery and kitchen teams handle daily baking, food preparation and meal production, while the baristas and front-of-house team manage beverages, customer orders, table service and takeaway sales.
The owners oversee financial performance, payments, purchasing and supplier matters, staffing decisions, marketing and business development, while addressing operational issues as they arise. Day-to-day involvement therefore includes reviewing sales and costs, liaising with management, approving expenditure and maintaining food quality and service standards.

What Advertising/Marketing is carried out?

The business benefits from a combination of its own local marketing, franchisor campaigns and landlord-led initiatives. Advertising includes social media, boom branding within the precinct, in-store promotional material, table talkers, seasonal menu launches and targeted food and beverage promotions.
Head office supports brand exposure through marketing campaigns, including collaborations with major brands and wine farms. The landlord also promotes the precinct through its social media pages and its own marketing activities.
Direct engagement with surrounding offices and businesses supports office orders, catering and restaurant visits, while repeat customers and word-of-mouth referrals contribute to ongoing trade.

What competition exists?

Competitors are within the same precinct . Their offerings overlap with different aspects of the business, including coffee, breakfast, lunch and evening dining.
The business differentiates itself through its combination of an artisanal bakery, café and restaurant, offering freshly baked breads and pastries, quality coffee and a broad food menu under a recognised brand. Relationships with surrounding offices, indoor and outdoor seating, and proximity to the theatre provide further opportunities to develop trade.

How could the profitability of the business be improved?

The position of the restaurant provides an opportunity to extend trading into the evenings.

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

The Owner
Manager - 2 months
Assistant - 2.8 years
Kitchen staff - 6 (ranging from 2 months to 2.8 years)
Baristas x 2 (2.8 years)
Retail x 1 (4 months)
Bakers x 2 (2 years)
Waiters x 7 (all new - approx 2 months with one 2.8 years)

Do any have management potential?

No

How involved is the Owner in running the business?

The business operates with an established and experienced management team responsible for overseeing daily operations, staff supervision, stock control, food preparation, customer service and general administration.

The owner is primarily involved at a strategic and oversight level, focusing on financial performance, business development, marketing initiatives and overall operational standards. They are not required to be physically present for the business to operate effectively on a day-to-day basis.

The business is therefore well suited to either an owner-operator wishing to become actively involved or an investor preferring a more hands-off approach, supported by the existing management team and established operational systems.

When does the current lease end?

The current lease expiry date is 30 September 2027

What are the trading hours?

Current Trading Hours:
Monday – Saturday: 06:30 – 17:00
Sunday: 07:00 – 15:00
The business currently trades seven days a week, catering to early-morning coffee customers, breakfast, brunch and lunch trade.

An exciting opportunity for further revenue growth lies in the planned extension of trading hours to 21:00, supported by a newly developed dinner menu. This will allow the business to expand into the evening dining market, attract additional customers and maximise the potential of its prime location.

What are the main assets of the business?

A complete Asset list is available to pre-approved Buyers

Strengths?

• Well-known brand: Established brand recognition provides a strong platform for attracting and retaining customers.
• Newly upgraded: The recent upgrade enhances the customer experience and reduces the immediate need for major refurbishment.
• Growth potential: The business has scope to increase revenue by extending trading hours and developing additional sales channels.
• Well-trained staff and systems: An experienced team and established operating systems support continuity and make the business easier to manage.

Weaknesses?

• Competitive market: The restaurant operates in a competitive hospitality sector where customers have a wide choice of alternatives.
• Sensitivity to economic conditions: Discretionary spending on dining out can decline when household budgets are under pressure.

Opportunities?

• Stay open in the evenings: Extending trading into dinner hours could create an additional revenue stream and improve utilisation of the existing premises and staff.
• Increase takeaway and delivery sales: Developing these channels could broaden the customer base beyond traditional sit-down trade.
• Targeted local marketing: Stronger social media and local-area promotions could help generate repeat visits and attract new customers.

Threats?

• Economy: Economic pressure and reduced consumer spending may affect restaurant turnover and customer frequency.
• Rising operating costs: Increases in food, labour, utilities and other operating expenses could place pressure on margins.
• Competition: Competing restaurants and cafés may affect market share, particularly if they compete aggressively on price, convenience or customer experience.

What is the reason for the sale?

The Owners relocated to the Western Cape