



# BUSINESS REPORT

Date: **2nd May 2024**

Business Reference: **35357**

About the Business:

## Franchised restaurant in an upmarket shopping centre

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Beautiful mediterranean style restaurant - excellent opportunity for a hands on owner.

# Franchised restaurant in an upmarket shopping centre



Sector: **Food**

Asking Price:

R **2,800,000**

Monthly Profit:

R **81,122**

Asset Value:

R 2,000,000

Stock Value:

R 100,000

Yearly Net Profit :

R 973,466



# Business Report

## Fully describe the business's activities?

Considered one of the more popular eateries in town, this franchised mediterranean restaurant is extremely well located in a busy shopping centre. With both indoor and outdoor seating, the restaurant can accommodate approximately 120 patrons.

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

The business is open for breakfast, lunch and dinner. The owner is fully involved in the day to day operations and is assisted by a great management team ensuring quality food and exceptional service.

## What Advertising/Marketing is carried out?

The business is part of a well known, exclusive franchise and while marketing is carried out by the franchisor, the owner also advertises extensively on various social and other media platforms.

## What competition exists?

Normal competition in the restaurant industry within a busy, popular shopping centre.

## How could the profitability of the business be improved?

There are numerous avenues which would improve profitability. These will be discussed in detail with potential buyers.

## When does the current lease end?

The current lease expires in 2024.

## What are the trading hours?

The business operates from 8am to 10pm daily.

## What are the main assets of the business?

A full inventory of the assets is on file.

## Strengths?

Part of an established and exclusive franchise with strong support from the franchisor. The restaurant is well known and brilliantly located in a busy upmarket shopping centre. Well run with a solid, strong management team in place.

## Weaknesses?

This is a detail oriented business which requires owner involvement and strict controls.

## Opportunities?

Sound management of food costs and operational expenses will boost profits. More focus on in-house deliveries.

## Threats?

Pilfering can be a risk.

## What is the reason for the sale?

The owner would like to pursue other business opportunities.