

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **14th May 2024**

Business Reference: **35565**

About the Business:

One of a kind restaurant with a unique entertainment concept

This 20 year old, 200 seater restaurant, with an excellent food offering and great venue, offers its patrons a unique entertainment experience.

One of a kind restaurant with a unique entertainment concept



Sector: Food

Asking Price:

R 18,590,000

Monthly Profit:

R 413,514

Asset Value:

R 1,125,600

Stock Value:

R 160,000

Yearly Net Profit :

R 4,962,172



Business Report

Fully describe the business's activities?

This is a dining venue with a unique entertainment concept.

To the best of the owners' knowledge, it is internationally unique - definitely one of its kind in South Africa. It is very well known and established as an entertainment and dining venue.

Their "modus operandi" in all aspects of the business is not the norm of the restaurant industry. They have implemented systems that assure smooth running with an excellent food cost = gross profit ratio.

How does the business operate on a daily basis?

They are only open Wednesday to Saturday, 19h00 till late and every second Sunday for afternoon entertainment..

They are open almost every day in season for year end and lunch functions..

Various systems are in place that help the owners manage, food costs, sales vs stock etc.

A highly professional operation.

What Advertising/Marketing is carried out?

Social media - Facebook with 35 000 followers.

Mailing list of 40 000 followers.

Instagram and others.

Yahoo, Trip Advisor, Google and more.

Their social media and marketing tools have been established over the 19 years of operating

1. Our mailing list of 40,000 loyal customers make use of our monthly mailing letter

2. SMS database of 35,000 loyal customers

3. Facebook and Instagram following of 26k & 6.2k respectfully

4. Our overhead projector is used every night to inform customers of future functions, events and special evenings.

5. GOOGLE

From May 2022 till Oct 2022 95,664 people viewed our business profile

We maintain a 4.7 rating form 2290 reviews

6. TripAdvisor – We are rated in the top 10 restaurants and have been rated there for several years.

We maintain an excellent track record from 1327 reviews

7. Website: Our website has approximately 10,000 people visiting every month.

What competition exists?

There is no competition offering this type of entertainment.

How could the profitability of the business be improved?

By franchising and expanding the business model to other towns.

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

A list will be made available. Most staff have been with them for several years and some for 18 years.

How involved is the Owner in running the business?

Management is in place but the owners spend time in the restaurant meeting customers and paying attention to detail that is required to give exceptional service.

When does the current lease end?

The owners own the building and pay themselves a market related rent.

What are the trading hours?

They open on Wednesday to Saturday, 19h00 till late and every second Sunday for afternoon entertainment.. In season, for year-end functions, they open almost every day and several lunch functions as well.

What are the main assets of the business?

A full asset list will be made available.

Strengths?

19 Years of reputation.
Rave reviews.

Weaknesses?

None

Opportunities?

Still lots can be done to increase sales and turnover.
This business can be replicated and will do brilliantly in Pretoria and Johannesburg where there is no similar venue.

Threats?

None

What is the reason for the sale?

The owners wish to retire.