

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a blurred urban scene with buildings and a blue trash can.

BUSINESS REPORT

Date: **16th September 2025**

Business Reference: **37401**

About the Business:

Branded Cafe and Pizza Restaurant

This restaurant offers a cosy and welcoming atmosphere where rich, aromatic cappuccinos are served alongside freshly made pizzas, flavourful pastas, and a variety of café classics — all in one convenient location. This proudly South African franchise blends the essence of Italian-style dining with a laid-back café vibe. It's the ideal spot to enjoy breakfast with friends, a quick midday meal, or a relaxed family dinner. Known for its reliable quality, outstanding service, and reputable brand, this café and pizzeria is a

Branded Cafe and Pizza Restaurant



Sector: **Food**

Asking Price:

R 1,990,000

Monthly Profit:

R 86,029

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 1,032,350



Business Report

Fully describe the business's activities?

1. Food Preparation & Service

- Pizzeria Section: Prepares and serves a range of pizzas using fresh dough, premium toppings, and stone-baked ovens. Options typically include classic Margherita, Regina, Four Seasons, and gourmet-style pizzas.
- Café Section: Offers light meals such as sandwiches, wraps, paninis, salads, and pasta dishes.
- Bakery Selection: May include croissants, muffins, cakes, and pastries for breakfast or tea-time trade.
- Breakfast Menu: Often includes cooked breakfast options, eggs, toast, and healthy bowls.

2. Coffee & Beverage Services

- Barista-prepared coffee using signature franchise blends — including cappuccinos, espressos, lattes, and iced coffees.
 - Cold drinks, smoothies, milkshakes, and fruit juices are also served.
- Some branches may offer mocktails or light alcoholic beverages, depending on licensing.

3. Franchise Branding & Customer Experience

- Operates under a well-known national brand with standardized décor, menu formats, and service expectations.
- Offers a warm, family-friendly setting with modern, relaxed ambiance suited to casual dining or business meetings.
- Maintains uniform quality and consistency as required by the franchisor.

4. Takeaway & Delivery Services

- Offers takeaway for walk-in customers.
- Online ordering and delivery partnerships with platforms like Mr D, Uber Eats, and internal delivery systems.
- Custom pizza and meal orders are accommodated for delivery or collection.

5. Marketing & Promotions

- Runs franchise-wide promotions, combo meal deals, and seasonal campaigns.
- Local marketing include social media advertising, mall promotions, loyalty programs, or in-store events.

6. Franchise Compliance & Operations

- Adheres to franchisor standards for branding, training, menu offerings, and hygiene protocols.
- Participates in franchise network meetings, training, and updates.
- Regular reporting to franchisor on performance metrics, sales, and compliance.

7. Staffing & Management

- Kitchen staff, baristas, waiters, and a store manager.
- Ensures staff training in line with franchise standards, including customer service, food safety, and equipment handling.

8. Financial & Inventory Management

- Handles daily cash-ups, stock control, supplier ordering, and cost control under a franchise-approved system.
- Utilizes POS systems to manage transactions, stock tracking, and sales analysis.
- Orders stock through approved suppliers, centrally managed by the franchisor.

9. Health & Safety Compliance

- Follows all required health, safety, and food hygiene regulations.
- Conducts regular cleaning, sanitation, and health inspections.
- Kitchen staff trained in food safety and handling procedures.

How does the business operate on a daily basis?

Morning Opening Routine (07:00 AM – 8:00 AM)

- Opening staff arrive early to prep the café.
- Bakery items and pastries are either freshly baked on-site or unpacked from deliveries and displayed.
- Coffee machines are cleaned and calibrated by trained baristas.
- Kitchen staff begins prepping fresh ingredients for the day: chopping vegetables, making pizza dough, preparing sauces, and assembling salad stations.
- POS systems are powered up, tills are checked, and float is prepared.
- A quick morning team meeting takes place to review any daily specials, bookings, or promotions.
- Doors open at 8:00 AM.

Breakfast & Morning Trade (8:00 AM – 11:00 AM)

- Focus is on breakfast menu: cooked breakfasts, omelettes, croissants, muffins, toasties, and strong barista coffee.
- A steady stream of commuters, professionals, and regulars visit for sit-down or takeaway orders.
- Waitstaff manage tables, while back-of-house handles order flow and cleanliness.
- Kitchen team begins stock rotation and midday prep as breakfast trade eases.

Lunch Rush (11:30 AM – 2:30 PM)

- Most intense period of the day.
- Full menu is available — pizzas, pastas, wraps, burgers, salads.
- Staff switch into high-efficiency mode: multiple waiters and baristas on floor, extra kitchen hands at prep stations, and a manager overseeing service flow.
- Online delivery orders increase via platforms like Uber Eats and Mr D.
- Clean-up and table turnover must be quick to maximize covers.

Afternoon (2:30 PM – 5:00 PM)

- Trade slows slightly; focus shifts to coffees, desserts, light meals.
- Staff catch up on cleaning, inventory restocking, and prep for dinner service.
- Time is used for internal tasks: shift handovers, supplier deliveries, checking bookings, or maintenance.

Dinner Trade (5:30 PM – 9:00 PM)

- Another busy window, especially for pizzeria and grill options.
- Sit-down dinners, takeaways, and deliveries increase significantly.
- Combo specials or franchise promotions often drive foot traffic.
- Manager may be on the floor interacting with guests or reviewing the day's performance.
- Waitstaff upsell desserts, coffees, and light alcoholic beverages.

Closing Routine (9:00 PM – 10:30 PM)

- Kitchen shuts down and goes into deep cleaning mode.
- Staff logs out of POS, cash is counted, and day-end reports are printed.
- Coffee machines, fridges, ovens, and prep stations are sanitized.
- Leftover perishables are either disposed of (per SOP) or stored/labelled.
- Store is locked, and a shift debrief may occur with the manager.

What Advertising/Marketing is carried out?

A mix of Franchisor and Franchisee

What competition exists?

Other Restaurants in the Mall

How could the profitability of the business be improved?

The owner can be more involved, create relationships with customers and regulars.

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

Some staff have been with the business for 14 years when they first established and others are fairly new.

Do any have management potential?

Experienced Management in Place.

How involved is the Owner in running the business?

Owner is not too involved as the business is Manager Run.

When does the current lease end?

September 2026

What are the trading hours?

8 am to 9pm

What are the main assets of the business?

Equipment and Shopfitting

Strengths?

- Established Brand Recognition - Franchise benefits from national brand awareness and customer loyalty.
- Diverse Menu Offering - Combination of coffee, café meals, pizzas, and pastas appeals to a broad market.
- Franchise Support - Ongoing operational support, marketing, supply chain access, and training.
- Daily Foot Traffic - Located in a mall with steady walk-in trade.
- Multiple Revenue Streams - Sit-down dining, takeaways, deliveries, and catering options.
- Standardized Systems - Proven business model with SOPs, staff training, supplier agreements, and POS.

Weaknesses?

- Franchise Fees and Royalties - Ongoing monthly fees can strain profitability, especially during quiet months.
- Limited Operational Flexibility - Menu, pricing, and decor changes must be approved by the franchisor.
- Dependence on Location Footfall - Sales are highly dependent on mall traffic or street visibility.

Opportunities?

- Online Delivery Expansion - Increased partnerships with platforms like Uber Eats, Mr D, and Bolt Food.
- Local Marketing Campaigns - Run loyalty programs or collaborate with schools, gyms, and offices nearby.
- New Menu Innovations - Seasonal or localised menus could attract a wider customer base.
- Community Engagement - Host small events (e.g., quiz nights, pizza-making classes) to boost loyalty.
- Upselling Add-ons - Merchandise, bottled sauces, baked goods, or branded coffee could increase basket size.

Threats?

- Load Shedding & Power Cuts - Inconsistent electricity supply impacts kitchen operations and customer comfort.
- Labour Law Changes - Rising minimum wages and stricter compliance rules increase operational pressure.

What is the reason for the sale?

Owner defranchising after 35 years involvement in franchising and relocating to another province.