

business
for sale



Date: **25th October 2020**
Business Reference: **33643**

About the Business:

Sea Food Restaurant in coastal setting

Restaurant franchised outlet in coastal location with strong following.

Sea Food Restaurant in coastal setting



Sector: **Food**

Asking Price:

R 4,900,000

Monthly Profit:

R 130,710

Asset Value:

R 2,500,000

Stock Value:

R 120,000

Yearly Net Profit :

R 1,568,518



Business Report

Fully describe the business's activities?

Franchised seafood restaurant offering comprehensive range of sushi, seafood soups and fresh dishes such as platters, salads, shrimps, prawns, line fish, mussels etc as well as a comprehensive and popular desert menu.

Fully licensed offering good quality wine at very attractive prices whilst catering for all tastes from quaffing to select pallet, and ever popular cocktails and desert drinks.

How does the business operate on a daily basis?

The business operates with a structured team comprising front of house and back of house with a manager overseeing the business.

What Advertising/Marketing is carried out?

The Franchisor does a lot of above the line marketing in press and TV etc.
Local initiatives at operational level.

What competition exists?

There are other restaurants in town, but this is a well known and well supported national franchise brand.

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

A structure is in place and will be made available at Due Diligence process

How involved is the Owner in running the business?

There are two partners who oversee this and their other branch too.

When does the current lease end?

Lease currently in place ends in November 2020 and renewable from July 2020 for a further 5 year period.

What are the trading hours?

10-30am to 9-00pm
Closing time will be extended to 11-30 when required.

What are the main assets of the business?

Kitchen Equipment, Tables and Chairs, Fixtures and Fittings.

Strengths?

National brand with a very loyal following and a very strong above the line marketing budget.
Known as a destination restaurant for quality and value for money.

Weaknesses?

The business requires a hands on operator to realise the full potential.
Staff component is significant and requires a large amount of control and focus.

Opportunities?

The Franchisor is very innovative with their marketing initiatives and in-store promotional activities.
Ongoing opportunities within ones own environment for local marketing initiatives.

Threats?

There are no known threats to this business, but the Owner should remain involved with the operational aspect of the business at all times to ensure ongoing success.

What is the reason for the sale?

The two partners now have 2 franchises within the brand and feel that they should relinquish one of them.