

business
for sale



Date: **3rd December 2024**
Business Reference: **36545**

About the Business:

Wedding venue, buildings included, just outside of Pretoria

This business offers everything you need to host a beautiful and unforgettable wedding or special event. They have accommodation on the premises that can work as a guesthouse as well. The price includes the land and buildings. There is guaranteed revenue in 2025 due to confirmed bookings!

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Sector: **Accommodation**

Asking Price:

R 10,985,000

Monthly Profit:

R 132,260

Asset Value:

R 6,750,000

Stock Value:

R 15,000

Yearly Net Profit :

R 1,587,114



Business Report

Fully describe the business's activities?

This is an enchanting bush veld wedding venue outside the vibrant city of Pretoria. They offer a unique bush chapel experience as well as hosting your dream wedding reception.

From the tranquil ceremony in our distinctive bush chapel to the personalized wedding reception, their venue offers everything you need to bring your vision to life.

Also includes two guesthouses on all major platforms including Bookings.com ,Air BnB , Lekkerslaap

How does the business operate on a daily basis?

This venue offers weddings, special events, normal venue hire and has accommodation available for up to 46 guests

Clients phone and book or come and view the venue and pay a deposit upfront to secure the date.

There is only 1 open weekend in 2024 and they already have 21 confirmed weddings for 2025!

What Advertising/Marketing is carried out?

Google adverts and targeted online marketing campaigns

What competition exists?

None in the area for the full bushveld experience

How could the profitability of the business be improved?

The number of weddings for the 2024/2025 financial year is already more than the last financial year. This shows how they are growing and the potential this business has. There is only 1 open weekend in 2024 and they already have 21 confirmed weddings for 2025!

Revenue could be improved by utilising the venue as a guest house for events in the area or as accommodation when there are no weddings booked

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

2 Garden Maintenance
2 Cleaners
1 Grounds manager
1 Full Time manager

Do any have management potential?

There is a manager on sight but he manages the day to day and isn't involved in the bookings and pre-arrangements for the weddings

How involved is the Owner in running the business?

The owner is there when a wedding takes place, mostly over weekends

When does the current lease end?

The land and buildings are included in the sale price

The land and buildings are in the name of the legal entity

What are the trading hours?

Tuesdays - Saturdays: 9am - 4pm

What are the main assets of the business?

Building and both Farms

Strengths?

No competition in the area
Weddings booked till Dec 2024
Weddings booked in 2025 already

Weaknesses?

Size of the function venue, can only host max 120 guests

Opportunities?

Increase size of venue
Host conferences
Lower price to attract weddings in the winter months

Threats?

None identified

What is the reason for the sale?

Emigration