

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: **3rd July 2024**

Business Reference: **36680**

About the Business:

## Ice Cream and Coffee Parlor

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# Ice Cream and Coffee Parlor



Sector: **Food**

Asking Price:

R **1,300,000**

Monthly Profit:

R **54,618**

Asset Value:

R **1,000,000**

Stock Value:

R **130,000**

Yearly Net Profit :

R **655,413**



# Business Report

## Fully describe the business's activities?

The establishment is a distinguished gelato and coffee shop situated in a bustling, popular mall, celebrated for its exceptional sweet treats. Dedicated to the traditional craft of handmade gelato, it blends the freshest local ingredients with the finest imported Italian flavours. By avoiding preservatives and artificial colouring, they guarantee a product that is both pure and delectable. Whether savouring their exquisite gelato, delightful waffles, or artisanal coffee, customers are consistently captivated by its offerings.

## What Advertising/Marketing is carried out?

FACEBOOK  
Business signage

## How involved is the Owner in running the business?

50% daily

## When does the current lease end?

2026

## What are the main assets of the business?

Kitchen equipment  
Tables and chairs  
Fridges

## Strengths?

Unique Concept: Combining gelato with coffee offers a unique and appealing product mix that can attract a diverse customer base.  
High-Quality Products: Offering artisanal gelato and premium coffee can set the bar apart from other dessert or coffee shops.  
Seasonal Flexibility: Gelato is popular in warm weather, while coffee is enjoyed year-round, ensuring steady business throughout the seasons.

## Weaknesses?

High Operational Costs: Quality ingredients and specialized equipment can lead to high operational costs.  
Seasonal Variability: While coffee is popular year-round, gelato sales might drop significantly in colder months.  
Inventory Management: Managing perishable items like gelato requires efficient inventory management to minimize waste.

## Opportunities?

Expanding Market Trends: Growing consumer interest in artisanal and premium food products can drive demand.  
Health-Conscious Offerings: Introducing low-calorie, vegan, or dairy-free gelato options can attract health-conscious customers.  
Partnerships and Events: Collaborating with local businesses or hosting events can increase visibility and draw in new customers.

## Threats?

Competition: There is significant competition from other dessert shops, coffee shops, and chains offering similar products.  
Economic Downturns: Economic instability can reduce discretionary spending, affecting sales.  
Changing Consumer Preferences: Shifts in consumer preferences toward healthier or different types of desserts and beverages could impact demand.

## What is the reason for the sale?

Owner is relocating