

**business**  
for sale



Date: **24th November 2024**  
Business Reference: **36489**

About the Business:

**Coffee & cake cafes with bakery**

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# Coffee & cake cafes with bakery



Sector: **Food**

Asking Price:

**R 7,000,000**

Monthly Profit:

**R 263,815**

Asset Value:

**R 10,605,321**

Stock Value:

**R 1,000,000**

Yearly Net Profit :

**R 3,165,781**



# Business Report

## Fully describe the business's activities?

4 X Coffee Shops / Cafe's in prime areas, with a unique experience and that also cater for bespoke functions and parties.

1 X Bakery with delivery service. Bakery also exclusive supplier to the 4 X Coffee Shops / Cafe's.

1 X Property with central admin center.

The whole business as a unit including of property is in the market.

## How does the business operate on a daily basis?

Cafe's / Coffee shop service to walk in clients, function bookings and bakery services.

All shops well positioned in various areas.

1 Coffee Shop in Johannesburg

3 Coffee Shops in Pretoria

1 Bakery servicing all 4 Coffee Shops in Pretoria)

## What Advertising/Marketing is carried out?

Social media and visual attraction in prime locations around Pretoria and Johannesburg

The website has 10 000+ visitors per month of which the majority are mobile users.

## What competition exists?

Considering the locations of the cafe's the only competition to this brand is localized coffee shops and restaurants. The business aims to attract a certain customer profile.

## How could the profitability of the business be improved?

Focused promotions

Unique specials

Overhead / cost / expense cutting

Expansion

Central kitchen

## What is the total staff complement?

Total staff complement of around 80

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

Owner is actively involved in the daily operations of the business and oversees management. Also building of relationships with clients

## When does the current lease end?

Lease agreements differ in each shops - info available  
One shop is on self owned property with no bond.

## What are the trading hours?

Monday to Saturday and public holidays 8:00 - 17:00  
Sunday 8:00 - 15:00

## What are the main assets of the business?

Stock, furniture, crockery, cutlery.  
Two (2) delivery vehicles and two (2) passenger vehicles all in excellent condition.

## Strengths?

Unique/different offering  
Stunning look & feel  
Very proactive with change  
No loans, property paid for  
Excellent recognizable brand  
Unique function catering  
Not franchised

## Weaknesses?

Costs / Monthly expenses should be better managed

## Opportunities?

Expansion  
Franchising  
Owner Operator agreements if one decides to expand  
Bakery has huge expansion potential

## Threats?

Economic climate

## What is the reason for the sale?

Owner wants to relocate