



Date: **19th April 2025**

Business Reference: **35806**

About the Business:

## **Hotel for sale with 2 bars, gaming machines, pool tables and cell tower revenue**

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This hotel makes money from multiple streams. They rent out rooms, have 2 bars where they host live music and sporting events, gaming machines and pool tables as well as annual increasing revenue from the cell phone towers. The business is located in a leafy suburb with easy access. The staff are experienced and have been there many years

# Hotel for sale with 2 bars, gaming machines, pool tables and cell tower revenue



Sector: **Accommodation**

Asking Price:

**R 955,000**

Monthly Profit:

**R 29,034**

Asset Value:

**R 309,637**

Stock Value:

**R 40,000**

Yearly Net Profit :

**R 348,406**



# Business Report

## Fully describe the business's activities?

This is a hotel with 20 rooms spread over two floors. The business has a restaurant that can be used for functions, 2 bars, 2 pool tables and 5 gambling machines for extra revenue.

This business is nestled in a long-established suburb, well known for its service offerings and easy accessibility. Strategically situated near major highways, this business offers the ideal location for permanent residence, a great get-together or to unwind in a convivial atmosphere.

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

Clients phone in or arrive at the hotel needing accommodation. Rooms are then allocated for the desired period which is either daily, weekly or monthly, each with their own rate.

Bar and restaurant open to the public daily and they have gaming machines and pool tables that can be used.

## What Advertising/Marketing is carried out?

Facebook  
Regulars  
Word-of-mouth

## What competition exists?

There isn't any other hotel in the area that has been around as long as this hotel has been. Similarly, there is no other direct competition in the area.

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

Assertive marketing for:

- Venue for a variety of functions
- Sunday Family Lunch Special in the Dining Room area
- Additional entertainment evenings, e.g. Bingo, Quiz nights, Poker Nights
- Additional gaming machines
- Outside catering for individual and group functions

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

1 x Housekeeper - 23 years  
5 x Kitchen and bar staff averaging 8 years in employment, with 1 on 2 years  
2 Site managers - 3 and 9 years

## Do any have management potential?

Yes 1, maybe 2.

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

Owner is at the business on a daily basis - this is an owner managed and run business.

## When does the current lease end?

December 2025.

The landlord has indicated that he is willing to sign a long lease with the new owner

## What are the trading hours?

Daily from 10:00 to 04:00 to cater for bar and liquor licence

## What are the main assets of the business?

Business doesn't have big assets. The main assets are items you would find in a hotel room, dining room, kitchen and bar

## Strengths?

Fixed monthly revenue from Cell phone tower rentals.  
Regular patronage from locals  
Regular meeting place for various associations  
Flexible offerings

## Weaknesses?

Older building but aimed at the lower LSM's  
Recent financial results show impact of weaker economy  
No active social media presence  
Can't make bookings online  
Not all the bathrooms are en-suite

## Opportunities?

Assertive marketing for:

- Venue for functions
- Additional entertainment evenings
- Additional gaming machines
- Outside catering

## Threats?

Economic downturn and general inflation

## What is the reason for the sale?

Owner retiring

## Why is this a good business?

Business has multifunctional facilities to ensure a balanced revenue stream.  
Long-term regular revenue from the cell phone towers.  
Opportunity to create awareness of facilities on offer and to promote business by means of advertising and marketing targeted at hosting various functions will result in a definite boost in revenue.  
Well-known in a quiet leafy suburb.