



Date: **16th July 2024**

Business Reference: **36741**

About the Business:

Restaurant Pub with indoor outdoor seating in popular small town in the hills close to Wilderness

Long established and a pleasant pub and restaurant in the hills close to Wilderness. They are known for their excellent pizzas and foods, and also have an off-site liquor license with a retail liquor outlet on site. There is also an on-site license which will be made available to the Buyer. The current managing partner

wishes to move out of the business and this creates an opportunity for and experienced buyer to develop the potential that the indoor and outdoor areas can offer. An ideal escape facility in a pleasant country type environment that is a destination for the holiday makers especially in the summer season. Winters are supported by the local residents and a cosy setting to while away the hours. A strong attribute is that the premises are laid out to facilitate a distillery with the license and approved municipal plans in place. The distillery could be utilised to include the offering of the restaurant. SEO Title Rural setting restaurant pub near Wilderness on-site, off-site license and existing off-sale store Meta Description This business is long established and a pleasant pub and restaurant in the hills close to Wilderness. They are known for their excellent pizzas and foods, and also have an off-site liquor license with a retail liquor outlet on site. There is also an on-site license which will be made available to the Buyer. The current managing partner wishes to move out of the business and this creates an opportunity for and experienced buyer to develop the potential that the indoor and outdoor areas can offer. An ideal escape facility in a pleasant country type environment that is a destination for the holiday makers especially in the summer season. Winters are supported by the local residents and a cosy setting to while away the hours. A strong attribute is that the premises are laid out to facilitate a distillery with the license and approved municipal plans in place. The distillery could be utilised to include the offering of the restaurant.

Restaurant Pub with indoor outdoor seating in popular small town in the hills close to Wilderness



Sector: **Food**

Asking Price:

R 770,000

Monthly Profit:

R 22,331

Asset Value:

R 200,000

Stock Value:

R 60,000

Yearly Net Profit :

R 267,968



Business Report

Fully describe the business's activities?

This restaurant/pub is well known for their excellent wood fired pizza's and the additional meal offerings, as well as the cozy setting, close to the major Garden Route towns, in a stunning rural village in the hills above Wilderness.

The business offers an on-site and off-site liquor license which will be available to the buyer, and have an in-house off sales section.

The premises comply with all regulations for a distillery, and that is an additional opportunity for an enterprising operator. The distillery license be utilised and integrated with the restaurant/ pub offering.

The current operator wishes to move out of the business and it would be an ideal time for a fresh look and offering by an experienced operator (ideally a couple).

Trading hours can be increased.

How does the business operate on a daily basis?

The business is managed by one of the partners who is also a chef, and handles the general management. There are a team of 4 employees who handle the kitchen and front of house.

What Advertising/Marketing is carried out?

There are Face Book and other local initiatives that are in place.

What competition exists?

There a few other venues within this small rural village who offer liquor and meals, but each has their own specific offerings and settings.

How could the profitability of the business be improved?

If the business is managed by an experienced restaurateur (Ideally a couple), who enjoy offering good fare and the socialising; and who don't mind weekend work; then this business will show significant growth. Currently the business trades periodically on Sundays, although this is a really good time to offer a full days trade.

How involved is the Owner in running the business?

The managing partner is a Chef, and is prepared to stay on by arrangement for a limited period to facilitate a structured hand over.

The second partner has other business interests and is not involved operationally with this business.

When does the current lease end?

The business and property are owned by the Sellers, and as such they prepared to sell either the restaurant aspect with liquor licenses and majority of the assets, but they will also consider selling off the property lock, stock and barrel if desired.

There is an opportunity that the distillery can be leased by separate agreement which could decrease the lease rental commitment of the restaurant buyer.

What are the trading hours?

Tuesdays to Friday 11:00am to approximately 21:00pm.

Saturdays 08:00am to approximately 21:00pm .

Sundays at owners discretion.

What are the main assets of the business?

Fixtures and Fittings.

Kitchen Equipment, fridges etc

Sound equipment, amp, speakers, sound system

Outdoor tables and seating

Phone with Sim card

Tablets x 2 (1 with Sim card)

Website and Instagram

The sale will include stock to the value on hand of at least R30,000 (at retail value)

Strengths?

- A rural setting within the hills close to the mountains and close to coastal towns, very popular with both tourist and locals especially as a weekend visiting venue. The town also has a significant resident base who also enjoy the venue and their offering.

- Full on-site and off-site liquor licenses selling a range from premium spirits to house wines, supported by the locals.

- The premises are legally planned and permitted to install a distillery which could be used in conjunction with the restaurant for promotional activities.

- The property lends itself to entrepreneurial activities by a strong and motivated team who can exploit the true potential of the location... ideally a couple with ideas, and the drive to make them happen.

Weaknesses?

Predominately reliant upon incoming visitors as opposed to the locals.
The business will benefit significantly by having the Owners living on-site or close by, but not too remote.

Opportunities?

Ideally the business could benefit by being revitalised inside with new theme, livery and even a new menu, showing that there is a new team, new menu and new decor, with emphasis on weekend activities.
There are numerous initiatives that experienced restaurateurs with a creative flare and who are sociable.
Other initiatives such as health meals, on-site baking, milkshakes and smoothies, Happy Hour promotions, eat as much pizza as you like promotions etc etc
Winter afternoon/ evening specials to attract the locals.

Threats?

There are no known threats to the premises or the environment.
The only significant threat would be if the new Owner did not play an active role in the daily management of the business or did not do more promotional activities and initiatives.

What is the reason for the sale?

The Seller and his partner are not looking at being in this environment or business type in the long term.
He has other business interests and is not a restaurateur and his partner also feels that she would like to move on in the not too distant future.