

business
for sale



Date: **1st September 2024**
Business Reference: **36792**

About the Business:

Opportunity for Restaurateurs & Chefs - Upmarket restaurant in Rosebank (at asset value)

An upmarket European style restaurant serving delicious modern European food with Asian influences
Obtain the assets and location of this prestigious restaurant

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Sector: **Food**

Asking Price:

R 2,070,000

Monthly Profit:

R -14,878

Asset Value:

R 3,300,000

Stock Value:

R 430,000

Yearly Net Profit :

R -178,533



Business Report

Fully describe the business's activities?

A fine Dining Restaurant that can be described as follows - "An upmarket European style brasserie serving delicious modern European food with Asian influences"

This restaurant guarantees a truly memorable dining experience, cuisine and atmosphere are paired as thoughtfully as food and wine in the heart of Rosebank

The restaurant offer the most exclusive venue for board meeting, business lunch, dinner or intimate dining dates

There are options of different seating areas in the restaurant for private dining events options depending on number of guests

The restaurant offers impeccable service, urban views, décor and renowned food and wine

How are the clients attracted to the business?

This restaurant can boast with exceptional high ratings from hundreds of reviews on various platforms

It also appears on listings of "fine dining" websites, social media platforms and magazines

4.5 / 5 star Google review (670)

4.5 / 5 on Dineplan (1432 votes)

How could the profitability of the business be improved?

The restaurant has a very good turnover - but need a very tight hand to manage and control operational expenses

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

There is a head chef and two sous chefs that manage the kitchen

Do any have management potential?

The is a capable manager and assistant manager running front of house operations

How involved is the Owner in running the business?

The seller not particularly involved in day to day tasks

When does the current lease end?

November 2029

What are the trading hours?

Wednesday 12:30–9:30pm
Thursday 12:30–9:30pm
Friday 12:30–9:30pm
Saturday 12:30–9:30pm
Sunday 12:30–2:30pm
Monday Closed
Tuesday 12:30–9:30pm

What are the main assets of the business?

A comprehensive asset list is available
Furniture and fittings @ R1.6M
Equipment and cutlery @ R1.7M
Stock (Food / Beverage) -- R40k & R300k

Strengths?

Well located in Rosebank JHB
Exceptionably high end furniture, fitting , equipment and décor

Weaknesses?

Sale as a going concern - no branding (brand name) included
Costs need to be managed closely

Opportunities?

An excellent foundation to upon and bring along new initiatives
Urgent sale - seller is very negotiable

Threats?

This is a competitive and specialized market
The lease agreement should be kept in mind / renegotiated

What is the reason for the sale?

The current owner / award winning Chef is relocating to the Western Cape , to focus on his other 4 Restaurants

Deal structure :

The restaurant will be sold as a ""going concern ""
Assets included will be clearly specified
The PTY / Brand name / branding / IP / will not be included
The buyer need to negotiate a session of the lease with the Landlord
The seller is negotiable on the asking price