

business
for sale



Date: **1st September 2024**

Business Reference: **36835**

About the Business:

Restaurant and Farm Shop in an idyllic Farm Setting

This very successful restaurant is situated in a lovely setting, housed in an historic farmhouse. A well-stocked farm shop/deli has become an attractive destination to ever returning customers. The restaurant has a wonderful ambiance that extends to an outside area which is ideal for breakfasts and lunches.

Restaurant and Farm Shop in an idyllic Farm Setting



Sector: **Food**

Asking Price:

R 4,500,000

Monthly Profit:

R 135,260

Asset Value:

R 1,248,200

Stock Value:

R 60,000

Yearly Net Profit :

R 1,623,118



Business Report

Fully describe the business's activities?

The business comprises a 120-seat restaurant with a lovely outdoor seating area and an adjacent farm shop/deli, set in an idyllic historical farmhouse.

How does the business operate on a daily basis?

This is a regular restaurant with a lovely ambiance but it also has a farm shop/deli for which they bake their amazing range of "homebaked" goods.

What Advertising/Marketing is carried out?

Social media : Facebook (over 12500 followers); Instagram, x; threads.

What competition exists?

Local eateries and coffee shops

How could the profitability of the business be improved?

Portion size adjustment, better stock control, schedule staff more effectively, price adjustment.
Negotiate better deals with suppliers.

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

Head Chef, 4 further chefs.
Baker, barista, pool of 5 waitrons
Manager (1 year)
2 Scullery
The rest with us since inception

Do any have management potential?

Top Manager already in place

How involved is the Owner in running the business?

One of the owners is always around checking on quality of food, service and public relations.

When does the current lease end?

End 24

What are the trading hours?

8.30-4 seven days a week

What are the main assets of the business?

An asset list is available

Strengths?

Continually growing customer base. Over 12 500 FB followers; 1600 instagram followers. Known for delicious food and excellent service.

Well located close to primary target market

Ample on-site parking

Idyllic setting

Weaknesses?

Limited winter indoor space

Opportunities?

Add more blinds for outdoor winter trade
Huge opportunity for functions (we decline repeated requests)
Expand on outside catering – big trend
Continue to grow secondary and tertiary markets through social media

Threats?

Economic changes

What is the reason for the sale?

Retirement