



Date: **1st September 2024**  
Business Reference: **36663**

About the Business:

## **Unique Events & Wedding Venue Cape Winelands - 33 % Shareholding available**

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This unique events and wedding venue property has had phenomenal interest and growth in the last 4 years ! A third shareholding sale in the Business and Property is available. The other shareholders are also willing to sell their shares.

# Unique Events & Wedding Venue Cape Winelands - 33 % Shareholding available



Sector: **Property**

Asking Price:

**R 13,500,000**

Monthly Profit:

**R 136,360**

Asset Value:

**R 28,354,314**

Stock Value:

**R 50,000**

Yearly Net Profit :

**R 1,636,314**



# Business Report

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

The business does not do any marketing apart from having their websites.

Wedding / Event Planners / Coordinators have been getting to know the service offering and venue, and all inquiries come either via the website or the Wedding / Event Planners / Coordinators.

A recently employed Manager oversees a dedicated team on-site consisting of 2 garden staff and 2 cleaning ladies.

The business only operates when there is a Wedding / Event

## What competition exists?

Most wine farms have venue areas, for hosting weddings.

However, this venue has some unique offerings and attracts a good balance of local and international clients for both indoor and outdoor events/weddings.

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

More events can be booked during the winter season.

Charging higher rates for high-season weekends.

A solid social media / in-house campaign

Bringing in a dedicated marketing person will significantly enhance the interaction with wedding planners, florists, caterers, and other potential partners.

This strategic move will strengthen the business relationships and increase market presence.

Inhouse catering as a full commercial kitchen is in place

Opening a restaurant/footprint over weekends

A Liquor License is in place - they do not offer onsite bar services - this has to be hired in

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

A newly appointed manager has been appointed on contract basis.

2 x gardeners

2 x cleaners

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

The current shareholders, selling the 33,3 % shares, are doing the Finances of the Business.

However, this can be replaced with an accountant offering the same services.

## What are the main assets of the business?

The main assets are the property and income stream

## Strengths?

The wedding venue is located in the Cape Winelands, a popular tourist destination known for its beautiful landscapes, vineyards, and mountains.

The venue offers breathtaking views of the vineyards, mountains, and lush greenery, providing a picturesque wedding backdrop.

The venue has unique facilities such as indoor and outdoor event spaces, a vineyard with amazing mountain backdrops for photo shoots and exclusive on-site accommodation for guests.

The venue provides top-notch amenities, audiovisual equipment, parking facilities and restroom facilities.

## Weaknesses?

The events/wedding venue may experience fluctuations in demand due to the seasonal nature of the weather in the Cape Winelands.

The venue's location in the Cape Winelands may pose challenges for guests who need to travel from other areas.

The venue does not offer onsite catering services, but does have a fully equipped kitchen.

The venue also does have a liquor license but bar services must be rented in by the client.

## Opportunities?

The events /wedding industry in the Cape Winelands is growing, providing opportunities for the venue to attract more clients.

The venue can target niche markets such as destination weddings, eco-friendly weddings, or themed weddings to differentiate itself and cater to specific customer preferences.

The venue can collaborate with more wedding planners, photographers, and other vendors to offer comprehensive wedding packages and attract more clients.

## Threats?

There may be other event/wedding venues in the Cape Winelands that offer similar services but none as unique

Economic downturns or instability can impact the wedding industry, leading to a decrease in wedding bookings but an international market can be tapped into even more.

Unfavorable weather conditions such as rain or extreme heat can affect outdoor weddings, which may impact the venue's bookings.

## What is the reason for the sale?

The 33% shareholder wants to exit and invest in other opportunities.