

**business**  
for sale



Date: **21st November 2024**  
Business Reference: **36835**

About the Business:

## **Restaurant and Farm Shop in an idyllic Farm Setting**

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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