



Date: **16th October 2024**  
Business Reference: **36942**

About the Business:

## **Well located street cafe for sale**

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Great opportunity to own a successful street restaurant in a great location on the East Rand.

# Well located street cafe for sale



Sector: **Food**

Asking Price:

**R 1,190,000**

Monthly Profit:

**R 41,888**

Asset Value:

**R 569,444**

Stock Value:

**R 0**

Yearly Net Profit :

**R 502,652**



# Business Report

## Fully describe the business's activities?

Situated on a vibrant thoroughfare, this long-standing Italian restaurant benefits from prominent visibility and a dedicated clientele. Renowned for its inviting atmosphere and genuine culinary offerings, it stands as a cherished choice among families and friends seeking an unforgettable dining occasion. Boasting both indoor and covered outdoor seating options, the establishment is equipped to accommodate various preferences. Total seating capacity is 90 patrons, 44 inside and 46 outside.

Supported by a committed team, the restaurant operates seamlessly, contributing significantly to its enduring prosperity. Despite economic challenges, its strategic location and effective management have fortified its status as a thriving enterprise. Over its three-year tenure, the restaurant has cultivated a robust brand identity, continuing to flourish in the competitive culinary landscape.

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

7 days a week, opens 8am closes 9pm

## What Advertising/Marketing is carried out?

Social media

## What competition exists?

None

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

Improved marketing campaigns, Signage

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

Key kitchen staff - 5 years  
Waiters - between 2 and 5 years experience

## Do any have management potential?

No

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

100%

## When does the current lease end?

Current lease ends in 2 years

## What are the trading hours?

8am - 9pm

## What are the main assets of the business?

Kitchen equipment, Furniture & Generator

## Strengths?

- Shop situated on the corner of a very busy rd
- There is no direct competition in the area
- Situated amongst private schools, Churches and local business
- Potential for growth is unlimited
- Loyal customer base
- Well-developed Name and Goodwill

## Weaknesses?

- Seasonal nature of restaurant industry
- Dependent on economic climate
- Requires hands on management approach

## Opportunities?

- Growth potential to untapped market dependent on your marketing budget
- Additional culinary food items can be introduced to enhance customer base

## Threats?

- Sensitive to economic environment
- Legislation and Regulation consistently changing makes it a challenging environment to operate within

## What is the reason for the sale?

Owner scaling down on operations to focus on other businesses closer to place of residence