

business
for sale



Date: **24th November 2024**
Business Reference: **36942**

About the Business:

Well located street cafe for sale

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 1,099,000

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