

**business**  
for sale



Date: **15th January 2025**  
Business Reference: **36766**

About the Business:

## **Franchised Italian Mediterranean restaurant in the East of Johannesburg**

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This is a sit-down restaurant that also does take-aways and is situated in the Eastrand of Johannesburg. The current owner bought it last year, turned it around and wants to sell to pursue his next challenge

# Franchised Italian Mediterranean restaurant in the East of Johannesburg



Sector: **Food**

Asking Price:

**R 2,420,000**

Monthly Profit:

**R 80,802**

Asset Value:

**R 1,693,413**

Stock Value:

**R 90,000**

Yearly Net Profit :

**R 484,810**



# Business Report

## Fully describe the business's activities?

This restaurant is a fully licensed family restaurant, specialising in pizza, pasta and grills. It offers a personal service to its local community, providing an upmarket restaurant experience, with takeaways as well as deliveries. They have traditional wood fire pizza ovens and appeals to many different groups of people, from the younger clientele to married couples and mature adults. They also offer live music over weekends and this has made a positive impact on profits

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

The business serves breakfast, lunch and dinner. With a Mediterranean focused menu the brand offers traditional Italian flair, as well as a menu that ranges from starters, pizzas, pastas and salads to burgers, grills and desserts. The outlets are unique and cosy, drawing customers in. They offer authentic, delicious and affordable homemade dishes and wood fired pizzas of extreme quality, where only the finest ingredients are used. The Franchisor offers each Franchisee full training, ongoing back up and support. Full ongoing training for the staff is a vital component that the Franchisor concentrates on, to help build each Franchisee's team to be successful. All training is backed up with the operations manual, which equips all Franchisees and management teams with the necessary tools to master the running of a successful restaurant. Their unique brand is emphasized by operating from a centralized kitchen and by making use of national suppliers to maintain quality control, standards and uniformity.

## What Advertising/Marketing is carried out?

Marketing and advertising are important tools in promoting the Franchise brand. A number of different and exciting marketing activities are utilised to improve the awareness and growth of the Franchise as the "preferred neighbourhood family restaurant".

## What competition exists?

There are other restaurants, both franchised and non-franchised in the area.

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

Continue on the same trend as the current owner, Live music, good food and great service will keep clients coming back

## When does the current lease end?

It is a 5-year lease that was signed in Jan 2024.

A new lease will be offered to the buyer and the franchisor will assist with negotiations

## What are the trading hours?

From 9am to 9pm

## What are the main assets of the business?

A full asset register is available on file, main asset categories are as follows:

- Restaurant furniture
- Electronic equipment
- Kitchen equipment
- Scullery equipment
- Bar equipment
- Pizza equipment
- Point of sale system
- Delivery scooters.

## Strengths?

- Very well run business;
- Exceptionally well trained, loyal and knowledgeable staff
- Very high quality of food
- Acclaimed pizzas
- Part of a reputable and well established Franchise brand.
- Completed the franchise revamp to the new franchisor specification

Franchise has been turned around and is poised to provide continued good results

## Weaknesses?

Open 7 days per week

## Opportunities?

- Customer data base of 4700 with contact numbers and/or addresses that can be mined and advertised to
- Expand the online orders by including Uber Eats to further increase sales

## Threats?

None Identified

## What is the reason for the sale?

Seller turns businesses around and then sells them to focus on other ventures. He has achieved this goal for this restaurant