



Date: **9th March 2025**

Business Reference: **37107**

About the Business:

Convenience Store with a liquor licence and take-away in a popular central area

A very successfully run convenience store with a liquor license and a takeaway, situated in a densely populated trendy area near the city bowl and on a main thoroughfare.

Convenience Store with a liquor licence and take-away in a popular central area



Sector: **Retail**

Asking Price:

R 2,100,000

Monthly Profit:

R 70,341

Asset Value:

R 800,000

Stock Value:

R 300,000

Yearly Net Profit :

R 844,090



Business Report

Fully describe the business's activities?

A very successfully run convenience store with a liquor licence and a take- away, situated in a densely populated, trendy area near to the city bowl and on a main thoroughfare.

How does the business operate on a daily basis?

The business sells every kind of product one would expect to find in a convenience/grocery store and has a liquor licence and a kitchen for take-aways.

They are open from 7am to 11pm daily and therefore offer huge convenience.

The business is run on two shifts. An assistant manager and cashier are always on duty and the kitchen assistant and general assistant works during the day Monday - Saturday.

The owner works flexi time.

What Advertising/Marketing is carried out?

None

What competition exists?

There is a Checkers store in the adjacent street but further up from them which has been there for many years.

How could the profitability of the business be improved?

Profitability would be substantially increased :

1. By expanding the take-away offering for lunch service, opening the kitchen at night for dinner take-aways, offering sit down options, coffee and more baked goods.
2. Expanding the product offering to present more deli-like options.
3. Additional services like MY City, or drop off point for courier services etc.etc.

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

2 x Kitchen assistants . Oversees and prepares all take-aways. 1 x 20+ years ; 1 x 6 months

3 x Cashiers. 1-4 Years.

1 x Office Administrator - 2 years - POS updating, pricing, buying, office filing etc.

Do any have management potential?

Yes - to be discussed

How involved is the Owner in running the business?

The owner spends time in the business daily but is mainly involved in the administrative functions.

When does the current lease end?

31 May 2027

What are the trading hours?

7am to 11 pm 7 days a week.

What are the main assets of the business?

A comprehensive asset list is available.

Strengths?

The business has been in the area for 30 years and is very well-known as a convenience destination with a loyal following among the locals, and employees of the surrounding businesses and practices, and with the added benefit of tourist custom.

It is situated in a vibrant, densely populated, high-income area and was able to trade throughout the different lockdown levels.

The business has a liquor license as well as a takeaway kitchen which attracts additional custom.

Weaknesses?

Very little effort is spent on advertising, social media and specials. The kitchen is not utilised to its full potential.

No representation on online delivery platforms.

Opportunities?

Draw in more early morning customers with a coffee offering with an improved sit-down veranda area..
Improve the outside sit-down area to attract more customers.
Offer a lunch service.
Develop a 'deli section'.
Explore other income streams such as drop off\ collection for courier services.
Offer delivery using platforms like Mr D for food, groceries and wine.

Threats?

There are no major threats.

What is the reason for the sale?

Although the business is highly successful, the owner has chosen to follow a different career path.