



Date: **12th March 2025**

Business Reference: **37149**

About the Business:

Fish and Chips Takeaway

This fast-food establishment offers both takeaway and dine-in options, specializing in freshly cooked fried fish, golden potato chips (fries), Russians, crispy chicken wings, and potato spirals. Renowned for its high-quality ingredients and flavorful dishes, it appeals to customers looking for tasty yet affordable meals. Prioritizing excellence in food preparation, customer service, and strict hygiene protocols, the business carefully selects premium ingredients, maintains consistency in flavor, and ensures smooth operations.

Customers can enjoy meals on-site or order conveniently through delivery services like Uber Eats. By leveraging effective marketing strategies, special promotions, and strong supplier partnerships, the business continues to expand its customer base while remaining profitable. With a dedicated team, efficient processes, and a focus on quality, it has established itself as a preferred choice for quick and satisfying meals.

Fish and Chips Takeaway



Sector: **Food**

Asking Price:

R 1,000,000

Monthly Profit:

R 36,876

Asset Value:

R 1,276,047

Stock Value:

R 48,122

Yearly Net Profit :

R 442,516



Business Report

Fully describe the business's activities?

This fast-food business specializes in the preparation and sale of Fried fish, Potato chips (fries), Russians, Chicken Wings, Potato Spiral. The store operates as a takeaway, dine-in, or a combination of both.

How does the business operate on a daily basis?

Food Preparation & Cooking

- Procuring fresh fish and potatoes from preferred suppliers.
- Cleaning, filleting, and battering fish before frying.
- Cutting and frying potatoes to produce high-quality chips.
- Preparing other menu items like Russians, Crumbed Wings, Boxes, Chopping of potatoes.
- Maintaining quality control to ensure consistency in taste and texture.

Customer Service & Sales

- Taking customer orders in person, Uber Eats.
- Providing friendly and efficient service, including advising customers on menu options.
- Processing payments via cash, card, or mobile payment systems.

Supply Chain & Inventory Management

- Sourcing high-quality ingredients from reliable wholesalers.
- Managing stock levels for fish, potatoes, oil, seasonings, and packaging materials.
- Ensuring freshness by following proper storage and rotation procedures (e.g., refrigeration for fish, Russians, Crumbed chicken wings, storage for potatoes).
- Monitoring supplier relationships and negotiating pricing for bulk purchases.

Compliance & Hygiene Standards

- Adhering to food safety regulations and local health authority guidelines.
- Implementing proper storage and cooking temperature controls.
- Conducting routine cleaning and maintenance of kitchen equipment, fryers, and food prep areas.
- Training staff on hygiene protocols, including handwashing, food handling, and waste disposal.
- Acquiring necessary business licenses, permits, and insurance.

Staffing & Training

- Hiring and training staff in food preparation, customer service, and cash handling.
- Assigning roles such as cooks, cashiers, and cleaning personnel.
- Ensuring compliance with employment laws, including fair wages and safe working conditions.
- Encouraging team morale and efficiency through incentives and good workplace culture.

Financial Management & Administration

- Setting menu prices based on ingredient costs, labor, and overhead expenses.
- Managing daily cash flow, recording sales, and handling banking transactions.
- Tracking business expenses, including rent, utilities, and wages.
- Filing taxes and maintaining accurate financial records.
- Evaluating business performance through profit/loss analysis and sales reports.

What Advertising/Marketing is carried out?

Marketing & Promotions

- Creating a brand identity through a unique shop name, logo, and signage.
- Promoting the business via local advertising, flyers, and community engagement.
- Utilizing digital marketing, including social media (Facebook, Instagram, TikTok), Local radio advertisement to attract customers.
- Offering promotions, discounts, to retain repeat customers.
- Partnering with food delivery apps (Uber Eats) to expand reach.

How could the profitability of the business be improved?

Introducing of new line items such as Ice Cream, popcorn as well as social media marketing.

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

Manager 1 - 7 years

Manager 2 - 4 years

Back of House Staff 1 - 10 years

Back of House Staff 2 - 2 years

Do any have management potential?

There are 2 x managers on premises that are shift based

How involved is the Owner in running the business?

Owner managed

When does the current lease end?

October 2027

What are the trading hours?

09:00 to 19:00

What are the main assets of the business?

Equipment
Fixtures and Fitting
Stock
Point of Sale
Camera system
Wifi
Inverter system - Backup Power

Strengths?

- Diverse Menu Offering – Provides a variety of popular fast-food items, including fish, chips, Russians, wings, and potato spirals, catering to a wide customer base.
- Flexible Service Options – Operates as both a takeaway and dine-in restaurant, with online delivery integration (Uber Eats) to reach more customers.
- Quality Ingredients & Freshness – Sources fresh fish, potatoes, and other key ingredients from preferred suppliers, ensuring product consistency.
- Strong Brand Identity & Marketing – Uses social media, local promotions, and digital marketing to attract and retain customers.
- Efficient Operations & Inventory Management – Maintains quality control, effective supply chain management, and streamlined food preparation processes.
- Compliance & Hygiene Standards – Adheres to health and safety regulations, ensuring food quality and customer trust.

Weaknesses?

- Labor-Intensive Business – Requires skilled staff for food preparation, customer service, and compliance with hygiene standards.
- Dependency on Suppliers – Fluctuations in ingredient prices or supply chain disruptions can affect operations.

Opportunities?

- Growing Demand for Convenience Foods – Increasing preference for quick-service meals and food delivery can drive sales.
- Expanding Online Presence – Leveraging digital marketing, social media, and food delivery apps can attract more customers.
- Menu Diversification – Introducing healthier options, meal combos, or seasonal specials can increase customer interest.
- Partnerships & Collaborations – Partnering with local businesses or influencers can boost brand visibility.
- Loyalty Programs & Promotions – Implementing customer rewards and special offers can encourage repeat business.

Threats?

- Health & Safety Regulations – Stricter compliance requirements or health-related incidents could impact operations.
- Supply Chain Disruptions – Potential shortages or price increases for fish, potatoes, and cooking oil can affect costs and menu pricing.

What is the reason for the sale?

After careful consideration, the owner has decided to sell the business due to his commitment with other business ventures.