



# BUSINESS REPORT

Date: **18th April 2025**

Business Reference: **BFS11153**

About the Business:

## Unique Milkshake and Ice Cream shop In Cape Town for Sale

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Unique Milkshake and Ice Cream shop situated in a unique visible position in the Cape Town area with possibility to franchise the concept.

# Unique Milkshake and Ice Cream shop In Cape Town for Sale



Sector: **Food**

Asking Price:

**R 1,800,000**

Monthly Profit:

**R 75,000**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 900,000**



# Business Report

## Background and History

The owner of this shop did proper research regarding the clients (local and tourists), needs in the ice cream and milkshake and eventually now presents 68 flavors of premium milkshakes

The business has been successfully trading for nearly 4 years, with +/- 4000 followers on Facebook and Instagram, with a Google review score of 4,7

There is huge potential to increase the turnover of this business, and attract new clients by placing pamphlets in guest houses, having specials for nursery schools and primary schools, childrens parties etc

The shop is facing the main road in the seaside town and more advertising can be done on the beachfront to direct clients to this shop

Due to renovations/ changes to the building, the shop's turnover went down for a while, but now back on track with an increase of 50% of shop area

The biggest scope lies in franchising this concept throughout SA

## Products and Services

Ice cream and milkshakes

## Assets

R600,000

## Employees

2 full time and 3 part time employees

## Financials and Forecasts

Average turnover R900,000 per annum

GP average 65%

Average NP (EBITDA) R148,000 per annum (due to renovations on building)

## Reason for Sale

Owner is relocating overseas