



Date: **12th March 2025**

Business Reference: **37148**

About the Business:

EXCITING OPPORTUNITY: Restaurateur in Tourism Sector sought as partner

The food and beverage landscape at this Business Opportunity is both unique and appealing. It offers not only a culinary adventure but also a chance to engage with local culture through its diverse menu. The primary attraction and unique meat products, provides a healthy alternative to traditional meats, drawing in health-conscious diners and those eager to try something new. The steaks are expertly prepared,

offering a rich flavor and tender texture that many customers find delightful. The burgers are a popular choice, providing a gourmet twist on a classic. The braai offerings create an interactive dining experience, emphasizing the social aspect of eating in South Africa. This communal dining style encourages groups to come together, making it a great option for family outings and special occasions. The inclusion of vegetarian options shows the commitment to catering to a broader audience, ensuring that no one feels left out. Seasonal ingredients and local produce further enhance the freshness of the dishes, allowing the menu to evolve and appeal to repeat visitors. The beverage selection, featuring locally sourced wines and craft beers, pairs beautifully with the menu, encouraging patrons to explore the flavors of South African beverages.

EXCITING OPPORTUNITY: Restaurateur in Tourism Sector sought as partner



Sector: **Food**

Asking Price:

R 1,450,000

Monthly Profit:

R 46,401

Asset Value:

R 100,000

Stock Value:

R 50,000

Yearly Net Profit :

R 556,805



Business Report

Fully describe the business's activities?

This vibrant business, owned by a proud third-generation family, was founded in 1994, meaning they will celebrate 31 years of operation this year.

Nestled just outside the heart of Cape Town, this hidden gem invites visitors to embark on guided tours of the land, offering an up-close encounter with fascinating and magnificent animal life whilst indulging in a tantalizing food experience.

The newly renovated and charming restaurant is the focus of this opportunity, as this is where guests can savor delicious and unique dishes carefully crafted to highlight the rich flavors of this remarkable meat group. The chef has been with the owners since the start and, as such, creates masterpieces every day.

For those seeking a truly special souvenir, their on-site hand-crafting factory brings the artistry of genuine handcrafted products to life. At the same time, the boutique offers a curated selection of luxury items that showcase the elegance and craftsmanship of the industry.

But the experience doesn't stop there. This is also where fun and adventure thrive, with various activities designed to inspire and delight visitors of all ages. Whether exploring the land, indulging in exquisite cuisine, enjoying a private function, or shopping for one-of-a-kind treasures, there's something for everyone to enjoy.

How does the business operate on a daily basis?

This business opportunity presents a delightful culinary experience on a piece of land outside of Cape Town.

The meat source used, alongside various traditional South African dishes, makes this a destination to come and experience.

The menu features an array of options, including steaks, burgers, and braai (barbecue) selections, highlighting meat's lean and flavorful qualities.

Diners can also enjoy classic South African fare like biltong and boerewors and vegetarian alternatives to cater to diverse dietary preferences.

The beverage menu complements the food offerings, featuring an assortment of South African wines, craft beers, and refreshing non-alcoholic drinks designed to enhance the dining experience.

A Chef runs the unique kitchen with his competent staff.

What Advertising/Marketing is carried out?

Little to non marketing is currently being done. Word of mouth is what this business thrives on.

What competition exists?

They are the only restaurant offering the group of meats in the way they are serving them.

The Food and Beverage Summary

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The steaks are expertly prepared, offering a rich flavor and tender texture that many customers find delightful. The burgers are a popular choice, providing a gourmet twist on a classic. The braai offerings create an interactive dining experience, emphasizing the social aspect of eating in South Africa. This communal dining style encourages groups to come together, making it a great option for family outings and special occasions.

Including vegetarian options shows the commitment to catering to a broader audience, ensuring no one feels left out. Seasonal ingredients and local produce further enhance the freshness of the dishes, allowing the menu to evolve and appeal to repeat visitors. The beverage selection, featuring locally sourced wines and craft beers, pairs beautifully with the menu, encouraging patrons to explore the flavors of South African beverages.

How could the profitability of the business be improved?

Marketing
Special events
Weddings

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

Chef - 31 years
Head waitress - 31 years

Do any have management potential?

Both the chef and headwaitress have been with the business for 31 years and are well acquainted with the ins and outs of their current market. As such both show management potential.

How involved is the Owner in running the business?

Owner is a serial entrepreneur and as such does not have time for the day to day running of the business. He is between businesses all day and the restaurants and bookings all get handled by different staff members.

When does the current lease end?

The existing owner is also the Land owner.

What are the trading hours?

Currently they are only open through Lunch. 10:00-17:00

Strengths?

- Unique Culinary Experience: The focus on this unique meat sets the restaurant apart from typical dining options, attracting adventurous eaters. The chef has formed unique relationships with many international clients that by word of mouth attract many new clients.
- Local Sourcing: Emphasizing local ingredients not only supports the community but also enhances dish quality and freshness.
- Strong Staff component - qualified Chef and waiting staff with 31 years of experience.
- Scenic Location: The picturesque environment makes it an attractive destination for tourists and locals alike.
- The other "things to do" and unique attraction points, makes this a destination not to be missed

Weaknesses?

- Specialized Menu: The niche focus on the meat may limit appeal to some diners who prefer more conventional meat options. However the chef has addressed this by including other options as well.
- Price Point: Higher pricing for the dishes might deter budget-conscious customers.

Opportunities?

- Tourism Growth: With an increase in visitors to Cape Town, the business can attract tourists seeking unique dining experiences.
- Menu Innovation: Seasonal specials and themed events can draw regular patrons and diversify menu offerings.
- Increasing Operating Times: Currently only doing day trade as the business closes at 17:00
- Online Promotion: Enhanced marketing efforts can increase visibility and drive traffic to the restaurant and business.
- Various outdoor activities are being presented and further growth into weddings, events, markets etc exists.
- Enhancing their social media engagement will significantly increase profits by attracting locals and tourists from across South Africa.

Threats?

- Competition: Other establishments may offer similar dining experiences, increasing competition in the area - however they have remained unique for over 30 years
- Economic Fluctuations: Economic downturns could impact consumer spending on dining out, particularly for premium offerings.

What is the reason for the sale?

As a serial entrepreneur, the seller has devoted his life to starting businesses. At the moment, he feels that he has too many irons in the fire and, as such, does not have the energy or capabilities to push the restaurant to its maximum potential, and as such, he wants a partner to help him.

Proposed deal to partner

The owner is looking for a partner willing to invest R1.5 million for a five-year contract. They are committed to reinvesting R250,000 into renovations to enhance the restaurant's ambiance and setting.

Additionally, the owner will require a monthly rental payment for use of the property, including all assets and fixtures. This will total to an estimated R780 000 per annum.

The prospective partner will have the opportunity to draw a reasonable monthly salary and a 50% share of the profits. After five years, they owner and partner will revisit this agreement to determine whether to continue their partnership.