

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **31st July 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 long has the business been established?

31 years

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.

How are the clients attracted to the business?

Currently, most of their target market consists of tourists, particularly those arriving by tour buses. This business is well known in the tourist community, and tour guides frequently bring groups of tourists to the destination by the busload. The uniqueness of the company offers something for everyone to do.

Additionally, they have gained popularity in the Arab community through word of mouth, especially for their curated dining experiences and luxury handcrafted products. Our staff excels in meeting the expectations of this target audience.

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

The food and beverage landscape at this Business Opportunity is both unique and appealing. It offers a culinary adventure and a chance to engage with local culture through its diverse menu. The primary attraction and unique meat products provide 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.

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 an 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.

Staffing

By becoming the part owner of this Unique Restaurant, a full Staff Component is provided:

- A chef with all kitchen staff and junior chefs with over 31 years of experience.
- Head waitress and waiting staff with over 31 years of experience.
- Bookings Consultant to liaise with Tourism Companies, Private Companies etc
- Financial Officer
- Reception Staff

Other Key personal - to be discussed

The Partner Sought and the Benefits

Acquiring the rights to operate the food and beverage services at This Business Opportunity presents numerous advantages:

1. Established Brand Recognition: The business already has a reputation and customer base, providing a head start for new owners.
2. Unique Selling Proposition: Focusing on a unique meat product and local cuisine creates a distinctive offering that can attract a steady stream of customers.
3. Support from Existing Infrastructure: The established operations of provide logistical support, reducing initial startup challenges.
4. Growth Potential: With the rise in tourism and interest in unique culinary experiences, there is significant potential for expansion in terms of menu offerings and market reach.
5. Community Engagement: Owning the restaurant allows for meaningful engagement with the local community, fostering connections with suppliers and customers.

The opportunity to operate food and beverage services at this Business Opportunity combines a unique culinary concept with growth potential, making it an attractive investment for food enthusiasts and entrepreneurs.

A successful food and beverage rights partner should possess a combination of qualities that align with the business's unique offerings and operational demands.

Business Acumen

- Financial Management Skills: Proficiency in budgeting, cost control, and financial forecasting to ensure the profitability of the food and beverage operations.
- Marketing and Sales Savvy: Experience in promoting food and beverage offerings, using effective marketing strategies to attract customers and build brand loyalty.

Strong Leadership

- Team Management: The ability to lead and inspire a diverse kitchen staff and servers, fostering a positive working environment that encourages collaboration and high performance.
- Operational Oversight: Skills in managing day-to-day operations, ensuring service quality and food safety standards are consistently met.

Customer-Focused Mindset

- Exceptional Customer Service Skills: A commitment to delivering an outstanding dining experience, understanding customer preferences, and addressing feedback effectively.
- Community Engagement: Interest in building relationships with local suppliers, customers, and the broader community to enhance the ranch's reputation and customer base.

Adaptability and Resilience

- Flexibility: The ability to adapt to changing market conditions, customer preferences, and seasonal ingredient variations.
- Problem-Solving Skills: A proactive approach to addressing challenges and finding solutions quickly to maintain smooth operations.

Networking Skills

- Industry Connections: An established network within the food and beverage industry can provide valuable resources, such as supplier contacts, marketing partnerships, and event opportunities.
- Relationship Building: The ability to cultivate relationships with local businesses, tourism operators, and influencers to drive traffic to the business.

Visionary Thinking

- Long-Term Planning: A clear vision for the future of the food and beverage operations, including expansion opportunities, menu diversification, and potential collaborations.
- Innovation: A forward-thinking approach that embraces new trends in dining, sustainability, and customer preferences, keeping the ranch competitive in the market.

Culinary Expertise - The Chef has been at the restaurant for 30 years. However,

- Creativity in Menu Development: The ability to innovate and create exciting dishes that appeal to a diverse clientele, including vegetarian options and seasonal specials.

In summary, a partner in the food and beverage rights for this business should be a passionate, knowledgeable, and adaptable individual with a strong business sense and a commitment to delivering exceptional culinary experiences.

This combination of qualities will help ensure the success and growth of the food and beverage operations within the unique setting of the business.

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.

Why is this a good business?

Are you a serial entrepreneur with a passion for the Hospitality Industry?

Do you have the drive and passion to grow a unique experience in culinary and events on a solid Tourism platform with international visitors from Japan, Arabia, and Europe ?

Then this is for you !