



# BUSINESS REPORT

Date: **9th May 2025**

Business Reference: **37048**

About the Business:

## Franchise Restaurant Opportunity, Winelands

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Selling price: R1,2 million Are you a hands-on entrepreneur or business turn-around expert looking for your next challenge? This nationally recognised franchise restaurant presents a high-potential investment opportunity for the right owner with vision and leadership What are you waiting for? Contact us to explore further

# Franchise Restaurant Opportunity, Winelands



Sector: **Food**

Asking Price:

R **1,200,000**

Monthly Profit:

R **-54,435**

Asset Value:

R **1,543,981**

Stock Value:

R **90,000**

Yearly Net Profit :

R **-598,789**



# Business Report

**Fully describe the business's activities?**

Sit-down and fast-food business.

## How does the business operate on a daily basis?

The daily operations revolve around providing a consistent and quality experience for every guest, whether they're enjoying a quick meal or a relaxed dining experience. The day-to-day operations of the restaurant focus on efficiency, customer satisfaction, and maintaining high standards of food and service. Here's how the business typically operates:

### 1. Efficient Morning Setup:

**Team Arrival:** Staff, including chefs, kitchen staff, and front-of-house personnel, arrive early to prepare for a smooth day of service. A well-organized morning setup ensures everything is ready when customers arrive.

**Food Prep & Inventory Management:** The kitchen team prepares fresh ingredients for the day's menu, such as marinating meats and preparing breakfast items, burgers, and sauces. The inventory is regularly checked to ensure popular ingredients are always stocked.

**Clean & Organized Front-of-House:** The dining area is cleaned and reset for a welcoming environment, ensuring a pleasant customer experience from the moment they enter.

### 2. Consistent & High-Quality Customer Service:

**Customer Greeting & Seating:** Hosts welcome and seat customers promptly, ensuring a positive first impression and a smooth flow of guests, even during busy times.

**Order Taking & Efficient Service:** Servers are trained to offer menu recommendations and ensure all customer needs are met, while the kitchen works to prepare food to signature standards. Food quality is consistent and delivered quickly, whether it's a classic breakfast, a hearty burger, or a hot drink.

**Managing Special Requests:** The team is trained to handle dietary restrictions and special requests efficiently, ensuring customer satisfaction and repeat business.

### 3. High Standards of Cleanliness & Food Safety:

**Ongoing Cleanliness:** The restaurant's team maintains cleanliness throughout the day, ensuring that tables, floors, and bathrooms are regularly attended to.

**Strict Kitchen Hygiene:** The kitchen operates under stringent food safety protocols, ensuring the restaurant maintains high standards of hygiene and food quality at all times. This reduces the risk of issues and increases the restaurant's appeal to health-conscious customers.

### 4. Handling Peak Hours with Ease:

**Streamlined Service During Busy Times:** The restaurant is set up to handle busy rush hours, such as lunch and dinner, with an efficient team that works in sync. The kitchen maintains speed and accuracy, while servers ensure guests are well-attended.

**Effective Communication:** The staff works together to ensure that orders are accurate and timely, and any customer concerns are addressed immediately, maintaining high service standards.

**Customer Satisfaction Focus:** Managers oversee the dining experience, ensuring customers enjoy their meals and return for future visits.

### 5. Effective Closing Procedures:

**End-of-Day Clean-Up:** At closing, staff thoroughly clean and reset the dining area, ensuring everything is prepared for the next day's service. Leftover ingredients are stored safely to maintain food quality.

**Financial Reconciliation:** The manager oversees the daily financial reconciliation, ensuring that all sales are processed, and tips are properly distributed to the staff. This ensures financial transparency and accuracy for the business.

**Inventory Review & Replenishment:** The restaurant's inventory is reviewed to ensure that essential items are stocked for the next day. Any needed items are ordered promptly, avoiding disruptions in service.

### 6. Staffing & Training:

**Well-Trained & Efficient Team:** The staff at Wimpy Wellington is highly trained in customer service, food preparation, and restaurant operations. Regular training and feedback ensure that standards remain high, leading to consistent customer satisfaction.

**Optimized Scheduling:** The manager adjusts staffing levels based on expected traffic, ensuring that there are enough team members during peak hours while maintaining operational efficiency.

### 7. Marketing & Community Engagement:

**Brand Strength & Local Loyalty:** enjoys a strong local reputation, offering consistent promotions, engaging with customers through social media, and fostering loyalty through excellent service and quality food.

**Positive Customer Feedback:** The restaurant actively seeks feedback to improve and adapt, which helps to maintain a loyal customer base and high ratings across review platforms.

## What Advertising/Marketing is carried out?

Digital Marketing: Social media marketing, online ads (Google, Facebook, Twitter and Instagram), and email marketing.

Traditional Advertising: Flyers, posters, local radio, print ads.

Promotions: Daily/weekly specials, seasonal menu promotions, loyalty programs.

Community Engagement: Local sponsorships, charity events, partnerships with businesses.

Online Reputation: Encouraging positive reviews, managing feedback.

Website & Online Ordering: Professional website, online ordering and delivery services.

## What competition exists?

No competition.

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

All staff members have contracts in place.

## Do any have management potential?

Yes.

## How involved is the Owner in running the business?

The owner is heavily involved in every aspect of the business.

## When does the current lease end?

28 February 2026

## What are the trading hours?

Monday - Saturday- 08:00 - 19:00

Sunday- 08:00- 17:00

## What are the main assets of the business?

The Restaurant and all equipment inside of the restaurant.

## Strengths?

Brand Recognition: As part of the well-known chain, the restaurant benefits from a trusted and recognized brand with a loyal following. Great Value for Money: Offering hearty, classic comfort food at affordable prices, popular among families, students, and anyone seeking a satisfying meal without breaking the bank. Convenient Location: Situated in a prime area, it's easily accessible and a perfect stop for people in the area. Diverse Menu: With a wide range of meals, including all-day breakfast, burgers, and vegetarian options, it appeals to many tastes and dietary preferences. Reliable Service: Known for its consistent food quality and friendly, attentive staff, offering a reliable dining experience that keeps customers coming back. Family-Friendly Atmosphere: With its welcoming and relaxed environment, it's the ideal spot for families and groups looking to enjoy a meal together.

## Weaknesses?

The restaurant may feel a bit dated, which could deter younger or trend-conscious customers who are looking for a more modern dining experience.

## Opportunities?

Located in a high-traffic area, surrounded by schools and a college, as well as situated within a busy mall, there are some strong opportunities that could be capitalized on to maximize the restaurant's potential.

## Threats?

No, 2 blocks away from industrials.

## What is the reason for the sale?

A more advantageous opportunity has arisen