



Date: **2nd April 2025**

Business Reference: **37225**

About the Business:

Coffee shop/kiosk in prime location - Cape Town

A trusted healthy food brand is expanding with three new coffee shops/food kiosks in prime Cape Town locations! Available from ZAR 500,000, depending on size and layout. This is your chance to own a profitable, turn-key business in the thriving food and beverage industry. █ Established Brand with a Loyal Customer Base █ High-Traffic Locations for Maximum Exposure █ Full Setup & Marketing Support – Hit the Ground Running! █ Fresh, High-Quality Food & Coffee at Great Prices Perfect for entrepreneurs or

Coffee shop/kiosk in prime location - Cape Town



Sector: **Food**

Asking Price:

R 500,000

Monthly Profit:

R 28,535

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 313,887



Business Report

Fully describe the business's activities?

Core Business Activities:

- Food & Beverage Service – Offering a variety of fresh, nutritious meals, snacks, and premium coffee at competitive prices.
- Kiosk & Coffee Shop Operations – Running compact, high-visibility kiosks and coffee shops in strategic locations to maximize customer reach.
- Franchise & Business Expansion – Selling turnkey food kiosks to entrepreneurs, complete with setup, marketing, and operational support.
- Brand Development & Customer Engagement – Maintaining a strong, engaging brand identity that resonates with customers through quality service and innovative marketing.

With a focus on convenience, affordability, and quality, Business continues to grow as a trusted name in Cape Town's food industry.

License Agreement Term: 5 years

License renewal term: 5 years

Number of upcoming stores 2025: approx. 24

How long has the owner had the business?

Since 2005.

2 kiosks operating on the market currently.

Number of upcoming stores 2025: 24

How does the business operate on a daily basis?

Offerings include fresh fruit, smoothies, raw juices, sandwiches, burgers, wraps, salads, baked goods and coffee - all at accessible price points.

How are the clients attracted to the business?

The business caters to health-conscious consumers, office workers, students, and individuals seeking quick, nutritious meals at an affordable price.

What Advertising/Marketing is carried out?

social media, TBC by the Seller

What are the seasonal trends?

seasonal fresh food products on the menu

Is the business VAT Registered?

yes

Are there up-to-date Management Accounts available?

attached, turnover and income estimated and based on operating businesses, 2 active stores.

How could the profitability of the business be improved?

increasing revenue, optimizing costs, expanding strategically, building new customer base, increasing menu

What is the total staff complement?

to be employed by Buyer, Seller assistance

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

new employees, training and support from Seller will consist of 1 month which include theoretical (classroom) training and practical (hands on) in store training.

Do any have management potential?

yes

How involved is the Owner in running the business?

a hand on operator is necessary

When does the current lease end?

to be discussed with Buyer, part of investment: Landlord negotiation assistance on Buyer behalf

Is there an option of renewal & what period?

subject to negotiated contract

What are the trading hours?

subject to negotiated contract
A guide would be
Monday to Friday 7 am till 5 pm
Saturday 7 am till 2 pm

What is the square meters of the business?

20 - 60 sqm, subject to choosing specific concept.

Do you require a licence?

provided by Seller

What lease deposit and/or other surety is required?

TBC - contract with landlord

What are the main assets of the business?

Included in price: site preparation and building works, shop fitting, signage and Printing Media, Equipment, Shelving and storage (specified), general equipment. Assets list attached.

What is their overall condition?

new

Do any require repairing?

no.

Are they presently insured?

insurance - subject to new owner decision

Strengths?

Strong Brand Identity – The brand is well-established, with a unique and memorable identity.

Fresh & Healthy Product Offering – The focus on preservative-free, fresh ingredients aligns with the growing consumer demand for healthy and natural food options.

Efficient Production System – The “Just in Time” production model ensures freshness and minimizes waste, contributing to cost efficiency and product quality.

Affordable Pricing – Competitive and accessible price points make the brand appealing to a broad customer base.

Established Market Presence – With 18 years in business and a kiosk operating successfully since 2017 in Cape Town’s CBD, the brand has a solid customer base and proven demand.

Resilience & Community Engagement – The brand emphasizes adaptability and community values, strengthening customer loyalty.

High-Quality Management & Service – A strong commitment to excellence in customer service and operational management enhances trust and customer retention.

Weaknesses?

Limited Physical Presence – While the brand is well-known in Cape Town, it currently operates in a limited number of locations.

Dependency on Fresh Ingredients – The reliance on perishable ingredients and daily production increases operational complexity and requires precise demand forecasting.

Seasonal Demand Variability – Sales of smoothies, fresh juices, and salads may fluctuate based on weather and seasonal preferences.

Opportunities?

Expansion into New Locations – Opening additional kiosks can increase brand reach. expansion planned: up to 24 shops in 2025.

Franchising & Partnerships – Collaborating with gym chains, corporate offices, or delivery services could drive further growth.

Growing Health-Conscious Consumer Trends – Rising awareness of health and wellness creates a larger target audience for CB's product offerings.

Online & Delivery Expansion – Partnering with food delivery services could attract more customers, particularly office workers and remote employees.

Diversification of Product Range – Introducing new dietary options could attract a broader clientele.

Loyalty & Subscription Programs – Implementing a rewards program or prepaid meal plans could enhance customer retention.

Threats?

Intense Competition – The health food market is highly competitive, with large chains and small independent businesses offering similar products.

Economic Instability & Rising Costs – Inflation and supply chain disruptions could impact ingredient costs and profitability.

Customer Preferences Shifting – Changing dietary trends and food fads might require continuous innovation to stay relevant.

Market Saturation in Cape Town CBD – Limited growth opportunities if the market becomes oversaturated with similar businesses in the area.

What is the reason for the sale?

The current owner is selling new turnkey model as part of an expansion strategy. The company is opening a new, fully equipped store with an upgraded setup, enhanced marketing support, and comprehensive training programs. This presents an opportunity for a new owner to take over an already profitable and well-established business.

Concept: CB Cafe (size from 40 sqm). Price R 700 000

Included:

*average set up cost depending on size and lay out

*Joining fee: new franchisee

*Design fee:

*Starting Royalty Fee:

*Starting marketing fee:

Escalation of MSF: 7% of the actual monthly gross turnover, based on the previous month's trade for month 2-12. Marketing fee of 2% of the actual monthly gross turnover, based on the previous month's trade for month 2-12.

Concept: CB Kiosk (size +/- 20 sqm),PRICE: R500 000

Included:

*average set up cost depending on size and lay out

*Joining fee: new franchisee

*Design fee:

*Starting Royalty Fee:

*Starting marketing fee:

Escalation of MSF: 7% of the actual monthly gross turnover, based on the previous month's trade for month 2-12. Marketing fee of 2% of the actual monthly gross turnover, based on the previous month's trade for month 2-12.