

business
for sale



Date: **21st November 2024**
Business Reference: **31466**

About the Business:

Well established 3 star Lodge with 146 beds

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Sector: **Accommodation**

Asking Price:

R 17,050,000

Monthly Profit:

R 198,401

Asset Value:

R 0

Stock Value:

R 0

Yearly Net Profit :

R 2,380,811



Business Report

Fully describe the business's activities?

145 bed accommodation with variable options , Restaurant , Conference facilities , Event venue and caravan park
3 Star rating

How does the business operate on a daily basis?

The owner and staff are daily involved with the admin / reception / housekeeping / maintenance / restaurant and preparations for events like conferences and weddings

What Advertising/Marketing is carried out?

Website / Where to Stay / LekkerSlaap / Safari Now / Rooms for Africa / Trip advisor / SA Venues

What competition exists?

Other Guest houses and B&Bs in town
Other Restaurants in town

How could the profitability of the business be improved?

Marketing , BBEEE involvement , further development of land , selling of portions of un-used land , More focus should be given to corporate events , conferences and functions

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

See attachment

Do any have management potential?

Yes

How involved is the Owner in running the business?

Overseeing the management and operations on a daily basis

When does the current lease end?

No lease - owned by seller

What are the trading hours?

7 day / week
24 Hours standby assistance
Reception 7h30 - 21h30

What are the main assets of the business?

Land , buildings and movable assets

Strengths?

Highly visible - close to CBD and direct access for main road
Well established - 34 years
Well maintained facilities
Vendor numbers at mines
Diversified business income

Weaknesses?

Weak and insufficient marketing
Owner has lost a bit of focus because of his other business venture

Opportunities?

Growth in town (Mining)
BBEEE partnership will increase the turnover
Additional land available for development (Life Style Estate / Retirement Village)

Threats?

The current volatile economic climate
Other smaller B&Bs and Guest houses

What is the reason for the sale?

The seller's children are grown up and left town
The seller has another business venture nationally that he wants to grow from Gauteng