

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: **26th April 2024**

Business Reference: **31466**

About the Business:

**Well established 3 star Lodge with 146 beds**

---

# Well established 3 star Lodge with 146 beds



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