

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: **21st August 2025**

Business Reference: **37411**

About the Business:

RESTAURANT FOR SALE

A proudly family-owned restaurant offering delicious meals, private events, painting & drama classes, and on-site lifestyle services like a barber, salon, and nail bar. Whether you're dining in, hosting a party, or enjoying creative workshops, they are the go-to hub for food, fun, and community. Property is also for sale, excluded in the selling price.

RESTAURANT FOR SALE



Sector: **Food**

Asking Price:

R **2,500,000**

Monthly Profit:

R **98,074**

Asset Value:

R **1,790,762**

Stock Value:

R **300,000**

Yearly Net Profit :

R **1,176,893**



Business Report

Fully describe the business's activities?

This is a proudly family-owned and operated establishment that offers far more than just great food. While at their core they are a vibrant and welcoming restaurant, they've evolved into a dynamic lifestyle destination that caters to a wide range of events and services under one roof. In addition to providing exceptional meals, they host private functions, including birthday celebrations, baby showers, nappy parties, and other customised events—each tailored with attention to detail and hospitality excellence. Whether it's an intimate gathering or a lively celebration, they create memorable experiences centered around great food and warm service. Their venue also serves as a creative hub, offering painting and drama classes during the week and on weekends. These activities attract families, artists, and community members, creating a culturally rich and interactive environment that keeps their space active and engaging beyond traditional dining hours. On the service front, they've embraced convenience and variety by integrating additional lifestyle amenities on site—including a barber, hair salon, and nail bar. These services not only enhance the customer experience but also significantly increase foot traffic into the restaurant. They've also extended their reach through online delivery partnerships such as Mr D, making their food accessible to a wider customer base looking for quality meals at home or at the office.

Altogether, they've created a unique multi-purpose space where food, entertainment, beauty, and creativity intersect—offering something for everyone and fostering a strong community presence.

How does the business operate on a daily basis?

On a typical day, the business opens its doors at 9:00 AM and welcomes patrons until 10:00 PM, offering both a sit-down and takeaway experience. As a walk-in restaurant, it caters to a steady flow of regulars and new customers throughout the day, with meals also available via online delivery platforms for added convenience. The premise, which is owner-owned, features a relaxed beer garden-style bar setup—ideal for casual drinks, social meetups, and after-work gatherings. Families are a key part of the customer base, and the on-site kiddies play area ensures a family-friendly atmosphere where parents can enjoy their meals while children are entertained. The daily operations are built around providing a welcoming, flexible space that supports both spontaneous visits and planned events. The business effectively balances dining, entertainment, and lifestyle services, creating consistent foot traffic and a vibrant, community-oriented environment from morning through late evening.

What Advertising/Marketing is carried out?

Facebook personal and on 6 different Facebook platforms
Facebook Business
Instagram Business
6 WhatsApp groups (daily)

What competition exists?

None in the immediate area.

How could the profitability of the business be improved?

Increase the indoor space.

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

5 waiters
4 chefs
1 scullery
1 bar lady
1 manager
1 security/maintenance

How involved is the Owner in running the business?

Owner very involved.

When does the current lease end?

Owner own Business and Property. (Unlimited)

What are the trading hours?

9am to 10pm

What are the main assets of the business?

Tables, chairs, bar and equipment, kitchen equipment and appliances and Jungle gyms.

Strengths?

- Unique Concept: The business combines food, drinks, and lifestyle services under one roof, creating a distinctive offering in the market.
- Family-Friendly Environment: The kiddies play area makes it highly appealing to families looking for a relaxed dining experience with entertainment for children.
- On-Site Services: The presence of a barber, hair salon, and nail bar draws diverse foot traffic and encourages cross-business patronage.
- Quality Offering: A strong focus on high-quality food and drinks contributes to customer satisfaction and retention.
- Owner-Owned Premises: No rental overhead improves profitability and allows more freedom in business development.

Weaknesses?

- Limited Indoor Space: May restrict operations during poor weather or for larger private events.
- Dependence on Walk-In Traffic: Without an established reservation system or app, the business may miss out on pre-planned group bookings or event opportunities.

Opportunities?

- Themed Nights & Extended Hours: Introducing themed evenings (e.g., quiz nights, wine pairings, live music) and extended hours could attract new clientele and increase average spend.
- Franchising Potential: The unique business model is well-positioned to be franchised into other family-dense suburbs.
- Digital Integration: Launching a mobile app for reservations, event bookings, and loyalty rewards could enhance customer convenience and engagement.
- Community Partnerships: Collaborations with local schools or businesses could lead to regular bookings and long-term relationships.
- Parkrun Proximity: With a parkrun just 1km away, there's an opportunity to create post-run breakfast deals or coffee markets to attract the fitness community.

Threats?

- Food and Beverage Competition: Any nearby business selling food or drinks, especially well-established franchises or lower-priced competitors, could impact market share.
- Economic Sensitivity: Changes in consumer spending due to economic downturns may affect discretionary spending on dining out and personal grooming services.

What is the reason for the sale?

Other business interests