

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

BUSINESS REPORT

Date: **21st July 2025**

Business Reference: **37547**

About the Business:

Function and Lodge venue in Pretoria - solidly booked for the next year!!

Unrivalled beauty!! Venue is set in a bush setting on the outskirts of Pretoria providing a complete offering to any wedding party or corporate function.

Function and Lodge venue in Pretoria - solidly booked for the next year!!



Sector: **Accommodation**

Asking Price:

R 18,000,000

Monthly Profit:

R 178,006

Asset Value:

R 13,471,154

Stock Value:

R 80,000

Yearly Net Profit :

R 2,136,077



Business Report

Fully describe the business's activities?

This bespoke lodge and function venue is tucked away in a lush bushveld valley on the outskirts of Pretoria. Only a fifteen-minute drive from the Eastern suburbs and major retail centres, Simbali offers an exceptional and convenient escape into the tranquillity of the natural bushveld — a setting that feels remote yet remains easily accessible for both local and out-of-town guests.

Simbali specializes in premium weddings and private events, offering a fully equipped, all-inclusive experience. The venue is distinguished by its modern industrial design softened with organic textures and Bali-inspired finishes — a visual identity that has captured the attention of engaged couples across Gauteng and beyond. Its curated atmosphere is complemented by a strong operational foundation, capable of hosting both intimate celebrations and large-scale functions.

The property features a range of purpose-built facilities, including:

A covered bush chapel overlooking nestled in the bush

A striking reception hall with high-volume ceilings and a large wraparound deck with views of the valley

Outdoor boma and bar areas nestled under mature trees

Luxurious bridal and groom suites

On-site accommodation for guests

Simbali offers turnkey wedding packages that include catering, venue styling, coordination, bar services, and optional add-ons via established partnerships with trusted local vendors. The business has built a strong brand reputation and online presence, resulting in forward bookings of up to a year in advance.

With minimal seasonal downtime, efficient staffing, and strong margins, Simbali is a high-performing lifestyle business with proven demand, scalability, and future potential for expansion in the events, hospitality, or boutique accommodation sectors.

This is a rare opportunity to acquire a profitable, beautifully maintained venue with a loyal customer base, distinctive aesthetic appeal, and a solid foothold in South Africa's booming wedding and event market.

How does the business operate on a daily basis?

Simbali operates with a small, dedicated team that manages both administrative and operational functions. On weekdays, the focus is on client consultations, venue viewings, bookings, supplier coordination, site maintenance, and event planning. Staff prepare the venue and ensure all logistics are in place for upcoming functions.

On event days — typically weekends and select weekdays — the team oversees full event execution, including venue setup, catering coordination, guest management, bar service, and post-event clean-up. The business works closely with a network of trusted service providers and vendors to deliver a seamless, all-inclusive experience to clients.

The owner plays a hands-on role in operations and finance management, however management staff handles mostly client relations, staff management, and quality control including operational tasks and event coordination. The venue runs efficiently with a lean but experienced team, supported by part-time and freelance staff when needed for larger events

What Advertising/Marketing is carried out?

Social media campaigns.

Website

Google AdWords

SEO spend

What competition exists?

Simbali operates in a competitive market, as Gauteng has a variety of wedding and event venues ranging from game lodges and estates to urban and industrial-style locations. However, Simbali differentiates itself through its unique blend of modern industrial architecture with natural bushveld and Bali-inspired elements — a distinctive visual identity that few competitors offer.

While there are other venues in the region, Simbali's combination of convenient location (just 15 minutes from Pretoria East), all-inclusive offerings, year-round availability, and strong brand reputation gives it a significant competitive edge. Many competitors either lack the natural setting, the same level of aesthetic appeal, or do not offer the seamless, full-service experience that Simbali provides.

This unique positioning has allowed the venue to maintain consistent bookings, with the calendar typically filled a year in advance — even in the face of growing competition.

How could the profitability of the business be improved?

There are several clear avenues to improve profitability at Simbali:

Midweek and Off-Season Bookings: Introducing more tailored packages for weekdays and winter months could increase venue utilization during quieter periods.

On-Site Accommodation Expansion: Increasing or upgrading guest accommodation would create additional revenue streams, particularly for destination weddings and overnight guests.

Bar and Beverage Margins: Enhancing bar service options, offering premium beverage packages, and improving stock management could boost bar profitability — a high-margin area.

Vendor Commissions and In-House Services: Expanding in-house offerings such as décor, coordination, photography, or DJ services (or taking a commission on preferred suppliers) would increase per-event revenue.

Marketing Investment: Scaling up targeted digital marketing and leveraging paid Google Ads could drive even more high-quality leads, particularly for off-peak dates.

Corporate and Private Events: Actively marketing the venue for year-end functions, team building, and milestone celebrations could diversify the client base beyond weddings.

With a strong brand, established reputation, and solid infrastructure already in place, these enhancements could drive both top-line growth and higher profit margins with minimal additional overhead.

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

Ownership and Executive Management:

CEO / Owner: Oversees all business functions with a specialization in maintenance, facility upgrades, and property management.

CFO & COO / Owner: Manages financial operations, client accounts, overall business operations, and leads marketing efforts.

Permanent Management Team:

Head Coordinator: Responsible for client liaison, staff management, and coordination of all event-related activities.

Head of Sales: Supports client liaison and event coordination while overseeing sales and operational organization.

Operational and Support Staff:

Head of Housekeeping: Manages laundry and cleaning operations and assists with scullery duties during events.

Laundry Staff (2): Handle laundry services and support scullery duties during events.

Housekeeping Staff (2): Responsible for cleaning duties and also serve as bar attendants during events.

Bar Staff: Includes one dedicated bartender and additional bar attendants as noted above.

Caretaker: Oversees daily upkeep and general property care.

Gardener & Exterior Maintenance: Responsible for garden and outdoor area maintenance.

Maintenance Person: Handles repairs and general maintenance, assisting with gardening and exterior upkeep as needed.

Outsourced Services:

In addition to the permanent and semi-permanent staff, Simbali contracts specialized service providers for waiter services, catering, and security. Wedding-specific vendors such as florists, DJs, photographers, and other event suppliers are engaged on a case-by-case basis, ensuring high-quality, professional service delivery for each event.

Do any have management potential?

Yes, our 2 permanent management staff.

How involved is the Owner in running the business?

The owner is partially involved providing oversight and financials; The business is manager run with all functions managed by an experienced events co-ordinator.

When does the current lease end?

The property is owned by the seller forms part of the sale.

What are the trading hours?

Weekdays from 08:30 till 16:30 and Saturdays during events till 00:00

What are the main assets of the business?

A comprehensive asset list will be provided to qualified buyers.
The property and lodge amenities make up a large portion of the asset value.

Strengths?

Unique Venue Concept: A distinctive blend of modern industrial design with natural bushveld and Bali-inspired elements creates a one-of-a-kind, highly sought-after aesthetic.

Prime Location: Situated just 15 minutes from Pretoria's Eastern suburbs, offering easy access combined with a tranquil bushveld environment.

Strong Brand Reputation: Well-established in the Gauteng wedding market with a loyal customer base and consistent bookings up to a year in advance.

All-Inclusive Packages: Turnkey wedding solutions including catering, décor, and coordination simplify planning for clients and enhance customer satisfaction.

Experienced Management Team: Owners and managers with complementary skills cover all operational, financial, marketing, and client-facing functions effectively.

Versatile Facilities: Multiple indoor and outdoor event spaces, bridal/groom suites, and on-site accommodation provide flexibility for various event types and sizes.

Robust Digital Presence: High visibility on Google and active social media engagement drive consistent lead generation.

Strong Vendor Network: Established partnerships with trusted local suppliers enhance service quality and client experience.

Weaknesses?

Limited guest capacity (up to 120 guests), which may restrict larger events.

Weather dependency for outdoor areas like the bush bar and alfresco lounge.

Potential overbooking risk, as the venue is often booked a year in advance.

Reliance on seasonal trends, with warmer months being more popular.

Opportunities?

Expand corporate offerings, as weekday bookings by large companies are already a strong income stream.

Leverage vendor partnerships for bundled wedding packages (e.g. catering, photography, décor).

Introduce virtual tours and immersive online experiences to attract remote clients.

Capitalize on destination weddings, promoting the bushveld charm to international couples.

Introduce mid-week spa experiences.

Threats?

Economic fluctuations that may impact discretionary spending on weddings and events.

What is the reason for the sale?

The owners are looking to relocate.