



# BUSINESS REPORT

Date: **2nd August 2025**

Business Reference: **37475**

About the Business:

## Turnkey Operation - 17 years old in Northern Suburbs of Cape Town

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The business is already operational with a loyal customer base and proven concept for well over 18 years. With minimal investment in marketing and menu expansion, revenue could increase significantly.

# Turnkey Operation - 17 years old in Northern Suburbs of Cape Town



Sector: **Food**

Asking Price:

**R 4,350,000**

Monthly Profit:

**R 133,748**

Asset Value:

**R 2,700,000**

Stock Value:

**R 150,000**

Yearly Net Profit :

**R 1,604,971**



# Business Report

## Fully describe the business's activities?

This stylish and welcoming restaurant is located in the Northern Suburbs of Cape Town in a well known Village Centre

It has become a well-loved spot for both local residents and corporate clients in the area.

They offer a relaxed yet modern dining experience with a strong focus on quality, freshness, and customer satisfaction

Breakfast is served until 14h00 PM, making it a go-to spot for brunch lovers.

Wood-Fired Thin-Based Pizza: A signature offering, made fresh and served daily.

Cappuccinos & Coffee: They pride themselves on making what they claim is the best cappuccino in town.

Flexible Dining: The restaurant is designed to be both a social and work-friendly space, with high tables and power points for laptops and phones.

Fresh, Quality Produce: Their menu is built around fresh ingredients and a dynamic selection of dishes.

Warm, Inviting Atmosphere: Recently refurbished, the space is modern yet cozy, ideal for casual meals or business lunches.

Great price point Established Local Eatery 17years standing

## How does the business operate on a daily basis?

Managers opening store at 07h15, receiving early deliveries and allowing staff entrance to start getting ready as from 07h30 to start serving as from 08h00

The Owner will get a full update on the influx of staff and if any members of staff are MIA for the day  
Owner arrives at +- 09h00 and will stay till work is done or +- 15h30

STAFF: There are 2 FOH managers plus an OPs manager who takes care of running the store

There is a F&B manager who oversees kitchen, orders, and capturing of Invoices, new dish creations, and who is the GAAP system specialist in the store

Managers work 6 days a week and alternate shifts. 1 day a week off. No weekend off

There are currently 12 waitrons and weather permitting, they are scheduled to ensure service levels stay the differentiator

Kitchen staffed to ensure backup people that when and if someone needs to go on leave, the sections do not suffer

All 3 FOH gents can fill the expeditor position to ensure good linkage between the Pass operator and waitrons

3 baristas to ensure service at crunch times

Most staff stays "under" 195 hours a month, barring managers

A "fully operational owner" will save 10 hours per month per manager on salaries

No staff member is paid a fixed salary

There is a Clock-in system

They all get paid for the hours worked

Scheduling is very important to contain costs

Waitron core also phased in and phase out as rhythm of store, highs and lows requires it

## What Advertising/Marketing is carried out?

They rely on a community-driven and location-based marketing strategy, with the following key elements:

### Local Community Promotion

Featured by Lifestyle Estate around them as a nearby amenity, helps attract residents and visitors from the estate

Promoted in local Facebook groups

### Word of Mouth & Social Media

While not heavily active on their own social media, they benefit from positive mentions and shares by local patrons and community pages.

Their reputation for quality coffee and relaxed ambiance contributes to organic word-of-mouth marketing.

### Strategic Location

Located in a busy shopping center, they benefit from high foot traffic and visibility to both casual shoppers and business professionals.

### Menu & Experience

Their extensive breakfast, wood-fired pizzas, and work-friendly environment (with power outlets) are unique selling points that naturally attract a loyal customer base.

They have a big outside area that faces Table Mountain where many a stunning night under softened lighting makes a visit worth the while

## What competition exists?

In the Village Centre, they do not have competition. Their environment of a heart and warm atmosphere, distinguishes them from the "Brand Names" around them. Only non brand establishment which allows them to provide great value for money

The feeding area is well supported by the area and well supported by the 3 Retirement Villages surrounding them and there is also a Plus 65 menu for the elderly.

The Business Parks around the restaurant, are also a plus point

Their value for money price point, attracts clientele !

## How could the profitability of the business be improved?

Owner involvement to ensure strict FC control

Owner more active on Floor Management, cutting hours off management

The owner's involvement on the floor will enhance the service levels of waitrons, meaning fewer waitrons to be employed, saving on manpower costs

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

Besides management as already mentioned

Kitchen operational manager is a very important key pin. This person has 14 Years experience in this restaurant.

Total allrounder - great baker as well

They also have 2 x 2nd in charge junior managers on pass for morning shift and afternoon shift

Other:

3 Grillers

2 salad/Sandwich section

1 All rounder/ roamer

3 Pizza people

2 scullers

3 baristas

Years of service between 1 month and 10 years

## Do any have management potential?

Lessons learnt not to promote from within so no

## How involved is the Owner in running the business?

The owner has reached retirement age, and he wants to scale down and exit.

He currently arrives around 09:00 at the restaurant as it is his passion to engage with the patrons and staff.

He leaves between 14:00 - 15:00

He has open lines with management at all times, and the Ops manager is empowered to act on his behalf and if in doubt he can be reached 24/7

The Owner are also fully in contact with store via CCTV and the GAAP POS system linked with distance access

## When does the current lease end?

The current lease has another 3 years left.

A new 5 year lease will be given to a qualified buyer

## What are the trading hours?

Monday: 08:00 – 19:00

Tuesday to Saturday: 08:00 – 22:00

Sunday: 08:30 – 17.00

## Approval of Tennant and Lease ?

The Landlord has requested that the restaurant, during the changing of hands, go through a minor cosmetic uplift.

The current owner has invested already a significant amount of money into the ambiance and atmosphere and we believe that a new owner, will bring their own "flair" and will enhance the general appearance as to acknowledge the landlords request.

Guidance from the existing owner will be given as to assist.

## Loadshedding at the Location

Benefits of the Centre being operational during Load Shedding

1) Uninterrupted Business Operations:

Shops, restaurants, and services can continue trading without disruption.

No need to close or reduce hours due to power outages.

Customer Retention and Attraction:

2) Customers are more likely to visit this centre that remains lit, safe, and functional during load shedding. It becomes a reliable destination for dining, shopping, and services.

3) Safety and Security:

Lighting and surveillance systems stay active, reducing risks of theft or accidents.

Customers feel safer visiting during evening hours or outages.

Preservation of Perishables and Equipment:

Benefits for the Restaurant Owner in the Centre

- If you own a restaurant in this generator-powered centre, here's how it benefits you:

- Businesses like restaurants and pharmacies can maintain refrigeration and equipment, avoiding spoilage or damage.

Consistent Service Delivery:

You can continue cooking, serving, and processing payments without interruption.

No need to turn away customers or cancel bookings.

Competitive Advantage:

While other restaurants may close during load shedding, yours remains open—drawing in more patrons.

Customer Loyalty:

Regulars and new customers appreciate reliability, especially during power outages.

It builds trust and repeat business.

Operational Efficiency:

Kitchen appliances, POS systems, and lighting remain functional.

Staff can work without disruption, maintaining morale and productivity.

Event Hosting and Bookings:

You can confidently host events, meetings, or special dinners without fear of power cuts ruining the experience.

## What are the main assets of the business?

Restaurant Equipment

## Strengths?

### Strengths

- Established Brand: The business is a recognized name in the Western Cape, associated with quality and consistency.
- Prime Location: Situated in a well-known Village Centre in an affluent area, make it benefit from high foot traffic and proximity to affluent residential areas.
- Diverse Menu: Offers all-day breakfast, wood-fired pizzas, and artisan coffee—appealing to a broad customer base.
- Work-Friendly Environment: Power outlets and high tables attract remote workers and business meetings.
- Loyal Clientele: Strong local following and positive word-of-mouth in community groups.

## Weaknesses?

### Weaknesses

- Limited Digital Marketing: Minimal presence on social media and online advertising may limit reach to younger or tech-savvy audiences.
- Dependence on Local Traffic: Business may be vulnerable to fluctuations in local footfall or seasonal changes.
- Modest Online Engagement: Lack of active engagement on platforms like Instagram or Facebook reduces brand visibility.

## Opportunities?

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- Expand Digital Marketing: Launching targeted campaigns on social media and Google Ads could significantly boost visibility.
- Introduce Loyalty Programs: Reward repeat customers and encourage referrals.
- Catering & Events: Leverage the space for private functions, corporate events, or pop-up markets.
- Menu Innovation: Perhaps add seasonal specials, vegan options, or local wine pairings to attract new demographics.

## Threats?

### Threats

- Local Competition: Nearby restaurants does offer some threat but the one is a steakhouse and the other caters for a much younger crowd band the other one being a Halaal outlet
- Economic Factors: Rising food costs and load shedding can impact operations and profitability.
- Changing Consumer Habits: Shift toward delivery and digital ordering may require tech upgrades.

## What is the reason for the sale?

Retirement and health reasons.....exiting strategy implemented 4 years ago