



BUSINESS REPORT

Date: **19th August 2025**

Business Reference: **37424**

About the Business:

Franchised Grilled Chicken Restaurant and Take-away

This well-established quick-service restaurant brings authentic grilled cuisine to a loyal East Rand customer base. With strong lunch and dinner foot traffic, efficient service, and a proven product offering, it's a favourite for both locals and commuters alike. This restaurant is newly established and therefore has no financials. The opportunity still remains very positive due to its established franchise.

Franchised Grilled Chicken Restaurant and Take-away



Sector: **Food**

Asking Price:

R **1,300,000**

Monthly Profit:

R **0**

Asset Value:

R **0**

Stock Value:

R **0**

Yearly Net Profit :

R **0**



Business Report

Fully describe the business's activities?

This restaurant Take-away store is a renowned quick service restaurant (QSR) brand that specializes in Portuguese-style flame-grilled chicken, marinated in traditional peri-peri sauces and flame-grilled to perfection. Founded in 1993 in Pretoria, South Africa, the brand takes its name and inspiration from a legendary Portuguese town, celebrated for its bold flavors and hospitality.

With its signature peri-peri chicken, burgers, wraps, rice bowls, and an expanding vegetarian menu, the store has carved a strong niche among health-conscious, flavor-loving consumers who seek fast yet wholesome meals.

How does the business operate on a daily basis?

Pre-Opening: 07h30–09h00

Staff Arrival & Briefing

- Key team members (kitchen prep, front-of-house, and managers) arrive by 07h30–08h00.
- Morning briefing covers daily targets, promotions, shift allocations, and hygiene checks.

Kitchen Prep & Setup

- Peri-peri chicken is taken out of refrigeration for marination/grilling prep.
- Sauces, sides (rice, chips, coleslaw, etc.), burger stations, and salad bars are prepped.
- All kitchen equipment (grills, fryers, hot-holding units) are tested and switched on.

FOH Cleaning & POS Setup

- Dining area cleaned, tables wiped, condiments stocked.
- POS systems, card machines, and tills opened and tested.
- Online ordering and delivery apps (Mr D, Uber Eats) activated.

Opening Time: 09h00

- Store opens for dine-in, takeaway, and delivery orders.
- Light breakfast or snack orders typically come in early.
- Music and lighting adjusted to create a welcoming vibe.
- Staff wear full branded uniforms and name tags.

Peak Trading Periods

11h30–14h30 | Lunch Rush

- Highest footfall and delivery volumes.
- Most popular: Chicken burgers, quarter/half chicken combos, rice bowls.
- Managers ensure order speed (target: <10 mins), quality, and customer service.
- Regular grill checks and stock rotation.

17h30–20h00 | Dinner Rush

- Families and group dine-ins.
- Full chicken platters, combos, and kids' meals ordered.
- Emphasis on table service speed and takeout efficiency.
- Kitchen prioritizes grill management and coordinated timing.

Throughout the Day

- Stock Level Monitoring: Chicken, sauces, rolls, and sides constantly restocked.
- Cleaning & Sanitization: Kitchen surfaces cleaned regularly per HACCP compliance.
- Customer Feedback Checks: Front-of-house staff engage diners for feedback.
- Shift Handover: Staff rotate at 14h00 and 17h00 to keep teams fresh and alert.

Closing Procedures: 21h00–22h00

- Last Orders taken by 20h45–20h50.
- Kitchen Shutdown
- Grills and fryers turned off.
- Unused food discarded or labeled and stored per safety guidelines.
- Deep Cleaning
- Full floor sweep and mop, sanitizing of all stations and toilets.
- POS systems closed and reconciled.
- Day's takings counted and secured by manager.

Staff Debrief & Lock-Up

- Brief notes on what worked / needs improvement.
- Delivery app summaries checked.
- Doors locked and alarms activated by ~22h00.

What Advertising/Marketing is carried out?

Head Office, Pamlets, Flyers, TikTok

What competition exists?

No competitors in the immediate area, this is the only grilled chicken store in the area.

How could the profitability of the business be improved?

- Owner Involvement and community engagement
- Use of Liquor License

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

Chef
Manager
Counter and Waitress Staff

How involved is the Owner in running the business?

The owner makes sure that the business is running smoothly by hiring trained staff, managing day-to-day business operations, stock take, cleaning the restaurant, teamwork, etc

When does the current lease end?

2028

What are the trading hours?

09h00 - 21h00

What are the main assets of the business?

Furniture, Fridges, Grill

Strengths?

Strong Brand Recognition: Established Portuguese flame-grilled chicken brand with 30+ years of credibility in SA.

Healthier Fast Food Offering: Flame-grilled over fried; appeals to modern, health-conscious consumers.

Family-Friendly Combos: Affordable meals for individuals and groups. Strong appeal to local families and workers.

Delivery Platform Integration: Strong presence on Uber Eats, Mr D, and Bolt Food expands customer reach beyond foot traffic.

Weaknesses?

Limited Menu Innovation: Compared to competitors, this store may be perceived as slower to evolve menus or seasonal items.

Franchise-Dependent: Inconsistent service or food quality across outlets can affect reputation if the franchisee underperforms.

Lower Brand Aggression: Less aggressive marketing compared to other brands.

Opportunities?

Local Events & Partnerships: Sponsoring school sports, churches, or taxi ranks could boost brand loyalty and community ties.

Growth in Online Ordering: Increasing demand for convenient delivery meals; this store can boost sales via online-only promotions.

Menu Localization: Introducing regionally preferred sides (pap, chakalaka, kotas) or limited-time offers may boost foot traffic.

Branding Around Health & Freshness: Emphasizing grilled (not fried), lower-calorie meals during wellness campaigns.

Threats?

Load Shedding & Utility Disruptions: Power outages can impact cooking, food safety, and customer satisfaction.

Economic Pressure: Rising food prices and fuel costs affect QSR margins and consumer spending on takeaways.

Social Media Sensitivity: Negative reviews or viral posts about poor service can damage local store reputation quickly.

What is the reason for the sale?

Seller doesn't have enough time to focus on this business due to you spending most of their time running and the foundation and other ventures.