business
for sale



BUSINESS REPORT

Date: **31st October 2026**
Business Reference:**38055**

About the Business:

Iconic Rosebank Restaurant & Nightlife Brand – High Energy, High Impact

Step into one of Rosebank's most dynamic and recognisable hospitality destinations. The Restaurant is a premium, experience-driven venue that blends food, music, and atmosphere into a powerful lifestyle brand. With a strong social presence, established clientele, and a venue designed for scale, the business generates income across dining, bar sales, and private events. Ideal for an operator or investor seeking a

bold, high-energy concept with expansion potential and the ability to replicate into new markets. A buyer's premium of 3% (plus VAT) applies to the final purchase price.

Iconic Rosebank Restaurant & Nightlife Brand – High Energy, High Impact



Sector: Food

Asking Price:

R 8,900,000

Monthly Profit:

R 452,442

Asset Value:
R 15,194,000

Stock Value:
R 1,000,000

Yearly Net Profit :
R 4,524,421

Business Report

Fully describe the business's activities?

The business operates as a premium, multi-level restaurant and lifestyle hospitality venue, combining upmarket dining, bar service, and entertainment-driven experiences within a single, integrated concept.

The core activity is a full-service sit-down restaurant, offering a diverse and high-quality menu inspired by Latin American and global fusion cuisine, designed to deliver a social and experiential dining environment. The restaurant caters to both casual diners and group bookings, with a strong focus on atmosphere, presentation, and customer experience.

In addition to dining, the business features a fully operational bar and cocktail offering, contributing significantly to revenue and enhancing the venue's transition from daytime dining into a vibrant evening destination.

A key component of the business is its experience-led positioning, incorporating elements such as music, live entertainment, and curated ambiance, which differentiates it from traditional restaurant models and attracts a lifestyle-focused clientele.

The business also generates income through private events and venue hire, accommodating:

Corporate functions and business gatherings

Private celebrations and group bookings

Exclusive events and social occasions

The venue is designed with multiple spaces and flexible layouts, allowing for simultaneous operations across dining, bar, and event segments.

Overall, the business operates as a diversified hospitality and entertainment platform, with multiple revenue streams and a strong emphasis on brand, experience, and customer engagement.

What Advertising/Marketing is carried out?

The business utilises a combination of digital marketing, brand-driven positioning, and experiential promotion to attract and retain customers.

Key marketing activities include:

Social Media Marketing
Active presence on platforms such as Instagram and Facebook, showcasing food, events, and the overall atmosphere to engage and attract a lifestyle-focused audience.

Online Presence & Website
A professionally designed website that highlights the venue, menu, and services, with integrated booking functionality to drive reservations.

Word-of-Mouth & Repeat Clientele
A strong reliance on customer referrals and repeat visits, driven by consistent service, quality, and overall experience.

Event & Experience Marketing
Promotion of private events, themed experiences, and social gatherings, which attract both new and returning customers.

Online Reviews & Reputation
Positive reviews and ratings enhance credibility and influence customer decision-making.

Booking Platforms & Partnerships
Use of reservation platforms and digital channels to streamline bookings and increase accessibility.

What competition exists?

The business operates within the competitive upmarket hospitality and dining sector, with competition primarily coming from:

Premium restaurants and lifestyle dining venues in the surrounding area

Cocktail bars and nightlife-focused venues, offering a similar social and entertainment experience

High-end casual dining and fusion cuisine restaurants, targeting a similar customer base

Event venues and function spaces, competing for corporate events, private functions, and celebrations

Boutique hospitality concepts, combining dining with music, atmosphere, and curated experiences

Despite this, the business differentiates itself through its unique combination of dining, bar, and entertainment within a single venue, creating a destination experience rather than purely a restaurant offering.

Do any have management potential?

Yes, there are approximately 7 staff members identified with management potential, including 4 from the kitchen team and 3 from front-of-house.

This provides an opportunity for a new owner to develop an internal management structure, delegate responsibilities, and support future growth and scalability of the business.

How involved is the Owner in running the business?

The owner is highly involved in the day-to-day operations and is present on-site daily. Their role includes overseeing operations, managing staff, maintaining quality control, and ensuring a high standard of customer experience.

When does the current lease end?

31 August 2029

What are the trading hours?

Friday 12–11 pm
Saturday 11 am–11 pm
Sunday 11 am–11 pm
Monday 12–11 pm
Tuesday 12–11 pm
Wednesday 12–11 pm
Thursday 12–11 pm

Strengths?

- Established premium hospitality and lifestyle brand with strong market positioning
- Multiple revenue streams (restaurant, bar, events, and functions) reducing reliance on one income source
- Prime location in a high-income, high-footfall area
- Large 700m² venue allowing for high capacity and flexible use
- Strong experience-driven concept combining dining, nightlife, and social atmosphere
- Owner actively involved, ensuring consistency and operational control
- Experienced team, with internal staff showing management potential

Weaknesses?

- High reliance on owner involvement in daily operations
- Operational complexity due to size, staffing, and multi-level offering
- Higher fixed costs associated with a large venue and staffing structure
- Limited focus on delivery/takeaway channels
- Business performance linked to consistent foot traffic and customer spend

Opportunities?

- Expansion of digital marketing and brand partnerships
- Growth in corporate functions, private events, and exclusive bookings
- Development of a more structured management layer to reduce owner dependence
- Potential to replicate or franchise the concept in other locations
- Increase revenue through premium events, themed nights, and VIP experiences
- Expansion into delivery or packaged offerings if aligned with the brand

Threats?

- Strong competition within the upmarket restaurant and nightlife sector
- Economic pressures impacting discretionary spending
- Rising food, labour, and operational costs
- Seasonal fluctuations affecting trading consistency
- Load shedding and external factors impacting operations (SA market risk)

What is the reason for the sale?

The owner is expanding the brand and is in the process of opening a new location in Cape Town, creating an opportunity for a new owner to acquire and grow the existing operation.

Buyers Premium of 3%

A buyer's premium of 3% (plus VAT) applies to the final purchase price.