business
for sale



BUSINESS REPORT

Date: **18th November 2026**
Business Reference:**38277**

About the Business:

Profitable Casual Dining Opportunity Offering Quality Seafood and Multiple Revenue Streams

Well-established seafood restaurant offering quality dining, takeaway, and delivery services with a loyal customer following.

Profitable Casual Dining Opportunity Offering Quality Seafood and Multiple Revenue Streams



Sector: **Food**

Asking Price:

R 1,550,000

Monthly Profit:

R 51,799

Asset Value:
R 683,216

Stock Value:
R 50,000

Yearly Net Profit :
R 621,582

Business Report

Fully describe the business's activities?

This Franchise is a well-established seafood restaurant operating in Johannesburg. The restaurant forms part of a nationally recognized franchise group, specializing in the preparation and sale of seafood meals in a casual family dining environment. Its menu includes fish, prawns, calamari, mussels, sushi, salads, platters, desserts, and beverages. Customers are served through sit-down dining, take-away orders, and delivery platforms. The business focuses on providing quality seafood at affordable prices, targeting families, professionals, and seafood enthusiasts. THIS BUSINESS IS HALAAL CERTIFIED.

How does the business operate on a daily basis?

This franchise operates through a combination of food preparation, customer service, takeaway and delivery fulfilment, stock control, and financial management, all guided by the franchise operating standards to ensure consistent quality and customer experience.

What Advertising/Marketing is carried out?

The business is promoted through national franchise marketing campaigns, social media platforms, the franchise rewards app, online delivery platforms, promotional specials, and customer loyalty initiatives. Word-of-mouth referrals and positive online reviews further support marketing efforts

What competition exists?

The restaurant competes with other seafood restaurants, sushi outlets, family dining establishments, and restaurant chains in Johannesburg. Competitors include Fishaways, Adega, local seafood restaurants, and numerous independent sushi and seafood operators

How could the profitability of the business be improved?

For a mature franchise restaurant, the biggest profitability gains often come from:
Higher beverage sales (typically the highest-margin category).
Improved labour scheduling.
Reduced seafood wastage and shrinkage.
Increased takeaway and delivery sales.
Better upselling by waiters.

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

5 Waitors
2 Grillers
1 Scullery
2 Filleters
2 Sushi and drinks
2 Managers

Do any have management potential?

2 Managers are in place

How involved is the Owner in running the business?

Not involved

When does the current lease end?

2030

What are the trading hours?

Monday - Sunday 11h00- 21h15

Strengths?

This business thrives on the strength of a well-known, trusted national brand and offers a diverse seafood menu that attracts a wide range of customers. Its solid franchise systems help keep operations smooth and quality consistent. Loyal customers and families keep coming back, ensuring strong repeat business.

Weaknesses?

The business is exposed to fluctuations in seafood prices and supply costs. It operates in a highly competitive restaurant market. Consumer spending pressures can affect discretionary dining expenditure.

Opportunities?

There are opportunities to grow online ordering and delivery sales. The business can increase customer loyalty through targeted promotions and rewards programs. Expanding corporate, group, and event bookings could provide additional revenue streams.

Threats?

Economic downturns may reduce dining-out spending. Increasing food, labour, and utility costs can impact profitability. Competition from other restaurant chains and delivery-focused operators remains a constant threat.

What is the reason for the sale?

The owner's other business interests are taking up most of his time.