



# BUSINESS REPORT

Date: **6th December 2025**

Business Reference: **37225**

About the Business:

## Coffee shop/kiosk in prime location - Cape Town

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A trusted healthy food brand is expanding with three new coffee shops/food kiosks in prime Cape Town locations! Available from ZAR 500,000, depending on size and layout. This is your chance to own a profitable, turn-key business in the thriving food and beverage industry. █ Established Brand with a Loyal Customer Base █ High-Traffic Locations for Maximum Exposure █ Full Setup & Marketing Support – Hit the Ground Running! █ Fresh, High-Quality Food & Coffee at Great Prices Perfect for entrepreneurs or

investors, this ready-to-go opportunity has everything set for success. Don't miss out!

## Coffee shop/kiosk in prime location - Cape Town



Sector: **Food**

Asking Price:

**R 500,000**

Monthly Profit:

**R 28,535**

Asset Value:

**R 0**

Stock Value:

**R 0**

Yearly Net Profit :

**R 313,887**



# Business Report

## Fully describe the business's activities?

Core Business Activities:

- Food & Beverage Service – Offering a variety of fresh, nutritious meals, snacks, and premium coffee at competitive prices.
- Kiosk & Coffee Shop Operations – Running compact, high-visibility kiosks and coffee shops in strategic locations to maximize customer reach.
- Franchise & Business Expansion – Selling turnkey food kiosks to entrepreneurs, complete with setup, marketing, and operational support.
- Brand Development & Customer Engagement – Maintaining a strong, engaging brand identity that resonates with customers through quality service and innovative marketing.

With a focus on convenience, affordability, and quality, Business continues to grow as a trusted name in Cape Town's food industry.

License Agreement Term: 5 years

License renewal term: 5 years

Number of upcoming stores 2025: approx. 24

## How long has the owner had the business?

Since 2005.

2 kiosks operating on the market currently.

Number of upcoming stores 2025: 24

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

Offerings include fresh fruit, smoothies, raw juices, sandwiches, burgers, wraps, salads, baked goods and coffee - all at accessible price points.

## How are the clients attracted to the business?

The business caters to health-conscious consumers, office workers, students, and individuals seeking quick, nutritious meals at an affordable price.

## What Advertising/Marketing is carried out?

social media, TBC by the Seller

### **What are the seasonal trends?**

seasonal fresh food products on the menu

### **Is the business VAT Registered?**

yes

### **Are there up-to-date Management Accounts available?**

attached, turnover and income estimated and based on operating businesses, 2 active stores.

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

increasing revenue, optimizing costs, expanding strategically, building new customer base, increasing menu

### **What is the total staff complement?**

to be employed by Buyer, Seller assistance

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

new employees, training and support from Seller will consist of 1 month which include theoretical (classroom) training and practical (hands on) in store training.

### **Do any have management potential?**

yes

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

a hand on operator is necessary

### When does the current lease end?

to be discussed with Buyer, part of investment: Landlord negotiation assistance on Buyer behalf

### Is there an option of renewal & what period?

subject to negotiated contract

### What are the trading hours?

subject to negotiated contract  
A guide would be  
Monday to Friday 7 am till 5 pm  
Saturday 7 am till 2 pm

### What is the square meters of the business?

20 - 60 sqm, subject to choosing specific concept.

### Do you require a licence?

provided by Seller

### What lease deposit and/or other surety is required?

TBC - contract with landlord

### What are the main assets of the business?

Included in price: site preparation and building works, shop fitting, signage and Printing Media, Equipment, Shelving and storage (specified), general equipment. Assets list attached.

## What is their overall condition?

new

## Do any require repairing?

no.

## Are they presently insured?

insurance - subject to new owner decision

## Strengths?

Strong Brand Identity – The brand is well-established, with a unique and memorable identity.

Fresh & Healthy Product Offering – The focus on preservative-free, fresh ingredients aligns with the growing consumer demand for healthy and natural food options.

Efficient Production System – The “Just in Time” production model ensures freshness and minimizes waste, contributing to cost efficiency and product quality.

Affordable Pricing – Competitive and accessible price points make the brand appealing to a broad customer base.

Established Market Presence – With 18 years in business and a kiosk operating successfully since 2017 in Cape Town’s CBD, the brand has a solid customer base and proven demand.

Resilience & Community Engagement – The brand emphasizes adaptability and community values, strengthening customer loyalty.

High-Quality Management & Service – A strong commitment to excellence in customer service and operational management enhances trust and customer retention.

## Weaknesses?

Limited Physical Presence – While the brand is well-known in Cape Town, it currently operates in a limited number of locations.

Dependency on Fresh Ingredients – The reliance on perishable ingredients and daily production increases operational complexity and requires precise demand forecasting.

Seasonal Demand Variability – Sales of smoothies, fresh juices, and salads may fluctuate based on weather and seasonal preferences.

## Opportunities?

Expansion into New Locations – Opening additional kiosks can increase brand reach. expansion planned: up to 24 shops in 2025.

Franchising & Partnerships – Collaborating with gym chains, corporate offices, or delivery services could drive further growth.

Growing Health-Conscious Consumer Trends – Rising awareness of health and wellness creates a larger target audience for CB's product offerings.

Online & Delivery Expansion – Partnering with food delivery services could attract more customers, particularly office workers and remote employees.

Diversification of Product Range – Introducing new dietary options could attract a broader clientele.

Loyalty & Subscription Programs – Implementing a rewards program or prepaid meal plans could enhance customer retention.

## Threats?

Intense Competition – The health food market is highly competitive, with large chains and small independent businesses offering similar products.

Economic Instability & Rising Costs – Inflation and supply chain disruptions could impact ingredient costs and profitability.

Customer Preferences Shifting – Changing dietary trends and food fads might require continuous innovation to stay relevant.

Market Saturation in Cape Town CBD – Limited growth opportunities if the market becomes oversaturated with similar businesses in the area.

## What is the reason for the sale?

The current owner is selling new turnkey model as part of an expansion strategy. The company is opening a new, fully equipped store with an upgraded setup, enhanced marketing support, and comprehensive training programs. This presents an opportunity for a new owner to take over an already profitable and well-established business.

Concept: CB Cafe (size from 40 sqm). Price R 700 000

Included:

\*average set up cost depending on size and lay out

\*Joining fee: new franchisee

\*Design fee:

\*Starting Royalty Fee:

\*Starting marketing fee:

Escalation of MSF: 7% of the actual monthly gross turnover, based on the previous month's trade for month 2-12. Marketing fee of 2% of the actual monthly gross turnover, based on the previous month's trade for month 2-12.

Concept: CB Kiosk (size +/- 20 sqm),PRICE: R500 000

Included:

\*average set up cost depending on size and lay out

\*Joining fee: new franchisee

\*Design fee:

\*Starting Royalty Fee:

\*Starting marketing fee:

Escalation of MSF: 7% of the actual monthly gross turnover, based on the previous month's trade for month 2-12. Marketing fee of 2% of the actual monthly gross turnover, based on the previous month's trade for month 2-12.