

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash bin.

# BUSINESS REPORT

Date: **6th December 2025**  
Business Reference: **37791**

About the Business:

## Excellent Italian restaurant in Cape Town

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After a successful career, the owners of this well-known restaurant wants to retire !

# Excellent Italian restaurant in Cape Town



Sector: **Food**

Asking Price:

R **5,150,000**

Monthly Profit:

R **167,650**

Asset Value:

R **581,260**

Stock Value:

R **300,000**

Yearly Net Profit :

R **2,011,794**



# Business Report

## Fully describe the business's activities?

This well-established, family-run Italian restaurant in Cape Town, specializes in authentic Italian cuisine, particularly wood-fired pizzas, handmade pastas, and a variety of Italian-inspired dishes. The restaurant is known for its warm, rustic ambiance, community involvement, and commitment to quality, using mainly locally sourced ingredients. They offers vegan and gluten-free options, a dog-friendly menu, and supports local charities through initiatives like "Pay It Forward."

It operates as a sit-down restaurant with takeaway and delivery options, and also sells frozen pizzas and house-made liqueurs through retail channels.

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

The business operates 7 days a week, with lunch and dinner service. The owners only deals with payments and wages and the 3 managers runs the restaurant. Should the buyers want to be hands-on, one of the managers can be reduced.

The business currently open from 4pm Monday to Thursday and from 12 noon on Friday and weekends.

The business prides itself that quality and consistency remains in place.

Staff prepare fresh ingredients daily, and the restaurant is open during loadshedding.

The business is community-oriented, with regular specials and charity initiatives.

## What Advertising/Marketing is carried out?

- Active social media presence (Facebook, Instagram)
- Website with menus and specials
- Listings on restaurant and tourism platforms (Tripadvisor, Restaurant Hub,)
- Community engagement and charity events
- Occasional local press coverage

## What competition exists?

Competition includes other Italian and pizza restaurants in the area and various local eateries. However, their loyal customer base have been built over a decade by differentiating themselves through quality, community focus, and unique offerings (vegan menu, dog menu, charity work).

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

### 1. Increase Revenue Streams

**Expand Delivery & Takeaway:** Promote and streamline delivery and takeaway services, especially during quieter seasons or for customers who prefer eating at home.

**Retail Products:** Increase the range and distribution of frozen pizzas and house-made products (like liqueurs or sauces) to local stores and online.

**Events & Functions:** Host more private events, parties, and corporate functions, especially during off-peak times.

**Special Menus:** Introduce seasonal or themed menus to attract repeat customers and create buzz.

### 2. Boost Marketing & Customer Engagement

**Loyalty Programs:** Implement a loyalty or rewards program to encourage repeat business.

**Targeted Promotions:** Run targeted promotions during slow periods (e.g., winter specials, family nights, or “kids eat free” deals).

**Social Media & Online Presence:** Increase activity on social media, share customer stories, and leverage user-generated content to attract new customers.

**Collaborations:** Partner with local businesses, schools, or charities for cross-promotions and community events.

### 3. Optimize Costs

**Menu Engineering:** Analyze menu item profitability and adjust pricing or portion sizes. Focus on high-margin items and consider removing low-performing dishes.

**Supplier Negotiations:** Regularly review supplier contracts and negotiate better rates or bulk discounts.

**Waste Reduction:** Implement tighter inventory controls and reduce food waste through better forecasting and portion management.

### 4. Improve Operational Efficiency

**Staff Training:** Invest in staff training to improve service speed and upselling skills.

**Technology:** Use technology for reservations, ordering, and inventory management to reduce errors and save time.

**Energy Efficiency:** Invest in energy-saving equipment and practices to reduce utility costs, especially given loadshedding challenges.

**Trading Hours:** Expand the trading hours - currently only opening at 16:00 on weekdays

### 5. Enhance Customer Experience

**Ambience Upgrades:** Small improvements to décor, comfort, or entertainment (like live music nights) can increase dwell time and spend per customer.

**Feedback Systems:** Actively seek and respond to customer feedback to improve service and address issues quickly.

## Do any have management potential?

Yes

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

Owner does all banking, payslips and wages, Menu designs and wine list as well as deal with invoices and orders.

They also have a weekly managers meeting.

## When does the current lease end?

A new lease have been signed for 4 years with a 3 year renewal.

## What are the trading hours?

Mon to Thursday - 16:00 - 22:00

Fri - Sunday - 12:00 - 22:00

## What are the main assets of the business?

A full asset list is on file.

- Wood-fired pizza oven
- Kitchen equipment (stoves, fridges, prep stations)
- Furniture (tables, chairs, outdoor seating)
- POS system
- Play area equipment
- Branding and signage

## Which assets are on lease/HP and with whom?

The Dishwasher is on lease.

The Water Dispenser is on lease.

## Strengths?

- Award-winning reputation ("Best Pizzeria in Africa")
- Loyal customer base
- Strong community involvement
- Unique offerings (vegan, gluten-free, dog menu)
- Consistent quality and owner involvement

## Weaknesses?

- This is a destination store in a suburb but on a main road
- Seasonal fluctuations
- Limited parking (typical for the area)

## Opportunities?

- Expand delivery and frozen pizza sales
  - Increase marketing to tourists
  - Host more events and functions
- Expand trading hours

## What is the reason for the sale?

The owners wish to retire.