

BUSINESS REPORT

Date: **6th February 2026**
Business Reference:**37937**

About the Business:

Turnkey Deli with Strong Community Footprint

This established specialty deli presents an excellent opportunity to acquire a well-run, high-demand food business with a loyal and growing customer base. The shop is known for its handcrafted savoury items, premium cured meats, and freshly prepared baked goods, all produced with a strong emphasis on quality and consistency. Its inviting retail space, steady foot traffic, and reputation for exceptional service have created a reliable stream of repeat customers. With efficient operations, trusted suppliers, and room to

expand into catering, online ordering, or wholesale distribution, this business offers a turnkey platform for a buyer seeking a profitable venture with solid foundations and clear growth potential.

Turnkey Deli with Strong Community Footprint



Sector: **Food**

Asking Price:

R 934,060

Asset Value:
R 200,000

Monthly Profit:

R 32,318

Stock Value:
R 150,000

Yearly Net Profit :
R 387,819



Business Report

Fully describe the business's activities?

The Deli is a speciality deli located in a town in the Western Cape, South Africa. It offers a variety of high-quality local products including handmade pastries, quiches, salads, cold meats, and an array of deli meats. The business emphasizes sourcing from local farmers and small homegrown businesses, providing fresh and artisanal food products to the community.

How does the business operate on a daily basis?

The Deli operates daily, serving fresh, handmade treats like pastries, quiches, salads, and deli meats. The owners are hands-on, working alongside their team to ensure top-notch quality and friendly service. The day starts at 7:00 a.m. with ovens firing, pastries baking, and platter orders or deliveries being prepped. Doors open to customers at 8:00 a.m., with two counter staff setting up the front, placing supplier orders, receiving stock, and stocking shelves, fridges, and freezers. The deli uses ARCH as its POS system, complete with a customer loyalty program, giving the owners full control of operations. The kitchen crew is fully trained to make pies, quiches, tarts, and more, with all staff able to produce every product to maintain consistency. The business keeps production simple as a strategy. Biltong and related products are customer favorites, with room to grow the biltong range.

What Advertising/Marketing is carried out?

Marketing is mainly community-focused, leveraging the deli's strong local presence and reputation. The business benefits from customer loyalty and possibly social media engagement to maintain visibility.

What competition exists?

The Deli competes with bigger retailers and supermarkets in the area, but its emphasis on artisanal, locally sourced goods and personalized service sets it apart. Its strategy centers on offering a smaller selection of niche products.

How could the profitability of the business be improved?

By managing current management systems and to grow turnover.

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

There are 4 staff members in the kitchen and 2 at the front end of the business, serving customers. Staff members help out wherever needed; for example, kitchen staff can assist customers in the shop. The work environment is cheerful, with happy, hardworking staff who are a pleasure to have around. Length of service: Front end staff – one with five years, one with one year; Kitchen staff – one with six years, two with three years, and one with one year.

Do any have management potential?

No management potential here. This is an owner-driven business, and no manager is needed unless a new owner wants to make changes.

How involved is the Owner in running the business?

The owner is hands-on with the daily operations of the business.

When does the current lease end?

There's no current lease, as the property is owned by the current owner. A lease agreement will be arranged with the buyer.

What are the trading hours?

Weekdays: 08h00 to 17h00

Saturdays: 08h00 to 13h00

Holidays and extended trading hours at the new owner's discretion

What are the main assets of the business?

Five gas stoves, one electric stove, five upright display fridges, Two upright display freezers, ARCH point of sale system with back-office computer, scanners and electronic scale and more. All other equipment, biltong slicer etc necessary to run the business.

Strengths?

The business offers quality products at reasonable prices, creating a relaxed and friendly shopping experience for customers. Loyal shoppers actively participate in the loyalty program, and the business enjoys a strong following on social media. The well-trained, friendly staff adds to the welcoming atmosphere. Products are made with top-quality ingredients, prepared simply and with love.

Weaknesses?

In the past, expansion was slowed and made difficult by power shortages and load shedding. Starting, growing, and expanding the business during Covid, along with frequent blackouts, was a real challenge. In January 2026, a 24 kW hybrid solar system was installed, paving the way for growth, such as adding a coffee machine and more.

Opportunities?

Th Deli is poised for significant growth, thanks to the recent installation of a solar system, the promise of dedicated ownership, improvements in back-door deliveries, and plans for expanded product distribution. These initiatives are expected to reduce costs, enhance sustainability, and strengthen the deli's market position through operational efficiency and a focus on environmentally conscious practices. With a loyal customer base already in place, the deli can leverage these advancements to foster innovation, improve customer service, and develop strong supplier partnerships. Together, these factors set the stage for sustainable business success and increased profitability in the future.

Threats?

The main threats to the business stem from competitive dynamics, evolving consumer demands, economic factors, supply chain vulnerabilities, regulatory requirements, technological advances, cost pressures, and environmental concerns. Proactive risk assessment and adaptive strategies are essential for the deli to thrive in a challenging business environment.

What is the reason for the sale?

The reason for the sale is that the current owner also owns and operates another business, for the past 21 years, located on the same premises, albeit in a different building, which demands more of their attention. Originally, the deli was envisioned as a small shop, but it quickly expanded far beyond initial expectations. For the Deli to continue thriving and reach its full potential, it needs someone with dedication, energy, and a genuine passion for the business. This presents a true opportunity for the right individual to step in and lead the deli into its next phase of success.