business
for sale

BUSINESS REPORT

Date: **11th March 2026**
Business Reference:**38058**

About the Business:

Well positioned Coffee shop franchise in Pretoria east

The business is a community-focused coffee café franchise offering quality coffee, all-day meals, relaxed sit-down spaces, and consistent franchisor support.

Well positioned Coffee shop franchise in Pretoria east

Sector: **Food**

Asking Price:

R **1,047,000**

Monthly Profit:

R **34,009**

Asset Value:
R 821,310

Stock Value:
R 20,000

Yearly Net Profit :
R 374,101

Business Report

Fully describe the business's activities?

The Business is a South African full service coffee café franchise built around high quality coffee, all day food, and a strong community focus. Operating from spacious sit down café in a neighborhood retail location, the business positions itself as a lifestyle destination rather than a takeaway outlet. Backed by a proven franchise system, central roasting, strong operational support, and a turnover linked fee model. The business franchise is a growing branded coffee market with a focus on long term community engagement and repeat patronage.

How does the business operate on a daily basis?

The manager open and close the shop, The chef sends through the orders to the manager and he check and approve . The Manager does the cash up ,check and put the cash up in the safe. He is also serve clients and manage the day to day activities in shop.

What Advertising/Marketing is carried out?

The Franchisor does most of the advertising.
A franchise fee of 1 % is applicable for advertising.

What competition exists?

Not nearby.

How could the profitability of the business be improved?

The outside stand can be utilized for example selling flower .
A n old age ferry can be implemented ,bringing customers to the coffee shop..
The pizza oven can be utilized to promote serving home made pizzas
Functions after hours can be implemented.

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

1x Manager and assistant /waiter
2x Waiters
3x Chef and baker at scullery
1x Bistro

Do any have management potential?

Yes one of the ladies

How involved is the Owner in running the business?

Involvement of the owner is the minimum.

When does the current lease end?

2028

What are the trading hours?

Monday till Friday 7h00 till 17h00
Saterday 8h00 till 15h00
Sunday 9h00 till 14h00

What are the main assets of the business?

The staff, kitchen equipment, furniture , décor and computer system

Strengths?

• Prime neighborhood center position in Pretoria East with clear published contact/location details—easy to find and good position..
• Strong customer sentiment on service & atmosphere: reviewers highlight kind and loyal staff, comfortable/calming atmosphere, and a positive workplace culture.
• Menu for breakfast all day, brunch, burgers, kids' items which can smooth demand across morning-to-lunch trading. Top Quality food are offered.
• Delivery & off-site sales channels are active (Mr. D listing with extensive menu), enabling incremental turnover beyond sit-down trade.
• Situated in a refreshed center environment: the center has undergone a "massive revamp" with "all new shops," supporting renewed footfall potential. Very neat shop.

Weaknesses?

Marketing can be done by the Owner

Opportunities?

Promotions can be done at the schools and retirement estates nearby
• Grow delivery economics: expand best-sellers and office/corporate bundle options through existing delivery platforms
• Differentiate with dietary options: vegan meals are explicitly praised in reviews—opportunity to promote inclusive menu lines and win groups.
• Exploit “work-from-café” demand: reviews mention customers working from the café over multiple days—opportunity for weekday loyalty, plugs/Wi Fi messaging, and quiet-zone seating strategy.

Threats?

• Rising input costs (general): coffee, dairy, and labor, inflation can compress margins if price increases aren’t accepted.

What is the reason for the sale?

The owner wants to concentrate on the second shop and give attention to her personal situation