

business
for sale



Date: **23rd June 2026**

Business Reference: **37788**

About the Business:

High-Profile Italian Restaurant Business For Sale in Bedfordview

This premium Italian dining business offers a rare opportunity to acquire a well-positioned restaurant in one of Johannesburg's most desirable suburban nodes. The offering combines authentic Italian food, a welcoming contemporary atmosphere, and a proven location appeal that attracts families, professionals, and celebration-driven customers. With established menus, strong identity, and venue hire potential, this

business is ideally suited to an owner-operator or hospitality group seeking a standout asset in Bedfordview.

High-Profile Italian Restaurant Business For Sale in Bedfordview



Sector: **Food**

Asking Price:

R 20,000,000

Monthly Profit:

R 537,219

Asset Value:

R 8,866,347

Stock Value:

R 500,000

Yearly Net Profit :

R 6,446,628



Business Report

Fully describe the business's activities?

Iconic Restaurant is a family-owned Italian restaurant and lifestyle hospitality venue located in Bedfordview, Johannesburg, offering a combination of casual dining, private events, and catering services.

The core activity of the business is a full-service sit-down restaurant, specializing in authentic Italian cuisine, with a strong focus on Neapolitan-style pizzas, traditional pastas, and contemporary Italian dishes. The restaurant operates across structured weekly trading hours and caters to both walk-in customers and reservation-based dining.

In addition to restaurant operations, the business generates significant revenue through its multi-functional event and venue offering. Iconic Restaurant hosts a wide range of functions including:

- Weddings
- Corporate events and conferences
- Birthdays and private celebrations
- Baptisms and family gatherings
- Year-end functions and social events

The venue is designed to accommodate multiple group sizes, with various indoor and outdoor spaces, making it suitable for both intimate gatherings and larger functions.

A further income stream is derived from off-site and on-site catering services, where the business provides tailored food solutions for private and corporate clients. This includes event catering, customized menus, and hospitality services beyond the physical restaurant location.

The business also benefits from an online presence and reservation system, enabling customers to book tables, enquire about events, and engage with the brand digitally.

Overall, Iconic Restaurant operates as a diversified hospitality business, combining restaurant dining, venue hire, and catering into a single integrated offering, positioned around authentic Italian food and a warm, experience-driven environment.

How does the business operate on a daily basis?

The business operates as a full-service, owner-influenced hospitality venue, combining restaurant dining, events, and catering within structured daily operations.

On a typical day, operations are centered around sit-down restaurant service, with customers either walking in or booking in advance via an online reservation system. The front-of-house team manages seating, service, and customer experience, while the kitchen team prepares and delivers meals in line with the restaurant's Italian-focused menu offering.

Daily activities include:

- Preparation and kitchen setup prior to opening (food prep, stock control, quality checks)
- Lunch and dinner service, which form the core trading periods
- Customer service and table management by trained waitstaff
- Takeaway order processing, handled alongside sit-down service
- Event coordination, where applicable, including setup and hosting of private functions
- Cleaning, stock management, and cash-up procedures at closing

The business is supported by a structured team, including kitchen staff, waiters, bar staff (if applicable), and management oversight to ensure smooth day-to-day operations.

In addition to daily restaurant trade, the business regularly manages pre-booked events and functions, which are planned in advance and executed alongside normal operations or in dedicated venue spaces.

Overall, the business runs on a well-established hospitality model, with consistent daily workflows, defined roles, and multiple revenue streams operating in parallel.

What Advertising/Marketing is carried out?

The business utilises a combination of digital marketing, organic brand growth, and event-driven promotion to attract and retain customers.

Key marketing activities include:

- Online Presence & Website

A professionally designed website showcasing the menu, venue, and services, with integrated reservation functionality to drive direct bookings.

- Social Media Marketing

Active presence on platforms such as Instagram and Facebook, featuring food imagery, venue highlights, and event content to engage audiences and attract new clients.

- Word-of-Mouth & Repeat Business

A strong reliance on customer referrals and repeat clientele, supported by consistent service quality and overall customer experience.

- Event & Function Marketing

Promotion of weddings, corporate events, and private functions, which serve as a key driver of new customer acquisition and brand exposure.

- Online Reviews & Reputation Management

Positive customer reviews and ratings contribute to credibility and influence new client decisions.

- Booking Platforms

Use of online reservation systems to streamline bookings and improve accessibility for customers.

What competition exists?

The business operates within the highly competitive hospitality and restaurant sector, with competition primarily coming from:

- Other Italian and Mediterranean restaurants in the surrounding Bedfordview and greater Johannesburg area
- Upmarket casual dining restaurants and pizzerias, offering similar dine-in experiences
- Event venues and function spaces, competing for weddings, corporate functions, and private events
- Catering companies, particularly for off-site events and corporate functions
- Food delivery platforms and takeaway-focused brands, providing convenience-based alternatives

Despite this, the business differentiates itself through its combination of authentic Italian cuisine, strong brand identity, and integrated venue/event offering, allowing it to compete across multiple segments rather than relying solely on restaurant trade.

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

The business employs a structured and experienced team across front-of-house, administration, and kitchen operations:

Front-of-House:

18 Waiters

Administration:

6 Administrative Staff

Kitchen & Bar:

31 Kitchen Staff, including:

1 Head of Kitchen

2 Sous Chefs

4 Barmen

1 Barista

Remaining team members supporting food preparation and kitchen operations

In addition, the business utilises approximately 12 casual staff members during peak periods and events to ensure efficient service delivery.

How involved is the Owner in running the business?

The owner is highly involved in the day-to-day operations of the business and is present on-site daily. Their role includes overseeing overall operations, maintaining quality control, managing staff, and ensuring a high standard of customer service.

This hands-on involvement has contributed to the consistency of the offering and the strong reputation of the business.

When does the current lease end?

The current lease has approximately 7 years remaining, providing long-term security and stability for the business at its current location.

What are the trading hours?

- Monday: Closed
- Tuesday: 12h00 – 21h00
- Wednesday: 12h00 – 21h00
- Thursday: 12h00 – 21h00
- Friday: 12h00 – 22h00
- Saturday: 08h00 – 22h00
- Sunday: 08h00 – 17h00

What are the main assets of the business?

The business includes a comprehensive range of tangible and intangible assets required to operate a fully functional restaurant and events venue.

Tangible Assets:

- Fully fitted commercial kitchen equipment (ovens, pizza ovens, refrigeration, prep stations, extraction systems)
- Restaurant furniture and fittings (tables, chairs, décor, lighting, bar setup)
- Event and function infrastructure, including seating, serving equipment, and venue setup items
- Point-of-sale (POS) systems and operational equipment
- Stock and consumables (food inventory, beverages, packaging materials)

Intangible Assets:

- Established brand and reputation within the local market
- Customer database and repeat client base
- Active online presence, including website and booking systems
- Supplier relationships and established supply chains
- Proven operational systems and processes

Together, these assets provide a turnkey opportunity, allowing a new owner to continue operations seamlessly without requiring significant additional setup or capital investment.

Strengths?

- Well-established, family-run hospitality business with strong brand identity
- Prime location in a high-income, high-traffic area (Bedfordview)
- Multiple revenue streams: sit-down dining, events/functions, and catering
- Fully equipped, turnkey operation with established systems in place
- Strong reputation with repeat clientele and word-of-mouth referrals
- Owner actively involved in daily operations ensuring quality control

Weaknesses?

- Owner-dependent due to high daily involvement
- Limited focus on delivery and takeaway channels
- Hospitality sector reliance on consistent foot traffic
- Trading hours exclude Mondays, reducing potential weekly revenue

Opportunities?

- Expansion of delivery platforms and online ordering
- Increased marketing through social media and paid digital campaigns
- Growth in corporate contracts and recurring event bookings
- Further utilisation of venue space for conferences and functions
- Potential to franchise or scale the brand concept

Threats?

- Strong competition within the restaurant and hospitality sector
- Economic downturns affecting discretionary spending
- Rising food, labour, and utility costs
- Seasonal fluctuations impacting revenue consistency
- Load shedding / operational disruptions (SA-specific risk)

What is the reason for the sale?

The owner is seeking to pursue new business opportunities and ventures, creating an opportunity for a new owner to take over a well-established and successfully operating business.