

**business**  
for sale



Date: **22nd June 2026**  
Business Reference: **38235**

About the Business:

## **Stylish Coffee Shop at an Upmarket Location in Pretoria CBD**

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This established coffee shop with elegant decor and ample seating is located at a well-known government building serving quality coffee, food and snacks to visitors, office workers and the public during working hours on weekdays only.

# Stylish Coffee Shop at an Upmarket Location in Pretoria CBD



Sector: **Food**

Asking Price:

**R 300,000**

Monthly Profit:

**R 10,585**

Asset Value:

**R 140,000**

Stock Value:

**R 10,000**

Yearly Net Profit :

**R 127,019**



# Business Report

## Fully describe the business's activities?

This is a non-franchised coffee shop selling a range of coffees and drinks, sandwiches, snacks and other confectionery. The business operates from an upmarket shop with stylish decor and ample seating, albeit drinks and food served in elegant take-away containers. It is strategically located at the entrance of a well-known government office building in the Pretoria CBD with high public traffic. Two entrances to the shop make for convenient access. The coffee shop operates only on weekdays during office hours.

## Give a breakdown between sit-down, takeaways and deliveries

Customers buy product over the counter and use extensive seating available inside the shop. No deliveries are currently being offered.

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

On opening, staff prepare the shop for trade including cleaning and setting up of the coffee machine. Fresh stock procured and displayed whilst non-perishable stock is replenished and packed. Normal serving activities throughout the day and continuous cleaning of tables, etc.

Stock levels are checked and replenishment orders submitted to the owner who in turn order with suppliers.

All sales are recorded on a Point-of-Sale system which are tracked online by the owner.

At the end of the day, cash-up activities are performed with reports to the owner.

## How are the clients attracted to the business?

Passing traffic from public, visitors to the government buildings and office workers.

## What Advertising/Marketing is carried out?

No Advertising is currently being done.

## What competition exists?

There are limited competition in the area, but not as strategically located and not at the same high-end level of shopfitting, service and quality product offering.

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

Opportunity to increase range of fresh products and freezo coffees  
Marketing and advertising to the many offices, colleges and other businesses in the area  
Offer an ordering system and deliveries to office buildings

## What is the total staff complement?

2 Staff members with occasional casuals employed

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

Both staff members manage the business in all aspects, operate the equipment and perform cash-ups. They have both been with the business for more than six years.

## Do any have management potential?

They already perform at a management level

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

The owner is relative hands-off with a weekly visit to the shop. Overseeing Point-of-Sale reports and cash-ups remotely. Do some of the weekly procurement and organising service providers when required.

## When does the current lease end?

October 2026

## What are the trading hours?

Weekdays 07:00 to 17:00

## What are the main assets of the business?

List of assets available to serious buyers, but include:

- \* Upmarket Shopfitting and furniture
- \* Coffee machine
- \* Coffee grinder
- \* Coffee Filter machine with large flasks
- \* Milkshake blender
- \* Fridges
- \* Freezer
- \* Appliances and equipment
- \* Point-of-Sale equipment
- \* Shop fittings

## Strengths?

Superb location  
Stylish and elegant shopfitting attracting high profile customers  
Top Quality coffee offering  
Long track record of business from the same premises - well known

## Weaknesses?

Limited owner involvement  
No advertising and marketing done  
Not an extensive product range

## Opportunities?

Offer more variety of high-end take away food and snacks  
Introduce freezo and more summer beverages  
Implement an ordering system with deliveries to offices in the area  
Running specials and advertising such at the shop and offices  
Catering opportunity  
Direct marketing and advertising in the area

## Threats?

General macro economic conditions

## What is the reason for the sale?

Owner's business partner sadly passed away and he wishes to focus on core business in different industry