



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Londons Themed Dog Cafe for Sale

London

Asking Price: £220,000

Reference: CFR-010 | Confidential Memorandum

Recent Financial Figures (30th November 2024 - 27th May 2025):

- Turnover: £137,233 (6 months to date)
 - Profit: £124,994.73
 - Net Asset Value: £150,000+
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1. EXECUTIVE SUMMARY:

This is an exceptional opportunity to acquire a Central London's dog café. Established in 2024, this unique business has achieved remarkable success, demonstrating profitability from day one of operation.

Located in the highly sought-after Central London area, the café offers a premium experience, combining specialty coffee and teas with rare and delightful interactions with a family of dogs.

The business boasts strong branding, a highly engaged community of over 7,300 Instagram followers, and a reputation for providing a clean, calm, and beautifully designed space with a strict separation between dining and dog interaction areas.

With robust financials in its initial six months of trading and significant opportunities for expansion, this dog café is an emotionally resonant lifestyle business ripe for a new owner to leverage its unique market position and inherent scalability.

The current owner is selling due to unforeseen personal circumstances requiring international relocation.

2. THE BUSINESS:

2.1. Business Type: Dog café.

2.2. Establishment Date: 2024

2.3. Business Description: This is London's pioneering dog-themed café, nestled in the vibrant heart of London. This café provides a distinctive and inviting atmosphere where guests can indulge in premium coffee, exquisite teas, and delectable pastries, all while enjoying the playful company of four resident Dogs. The core mission is to cultivate a warm and welcoming sanctuary where dog enthusiasts and coffee connoisseurs can converse, unwind, and forge cherished memories.

2.4. Owner's Involvement & Vision: The owner's motivation stemmed from observing the challenges of pet ownership in London and the need for enriching environments for intelligent breeds. The café was conceived as a symbiotic solution: a serene haven for individuals who adore dogs but cannot own one, and a stimulating, interactive daily life for the dogs themselves.

2.5. Prior Sales Attempts/Valuations: No previous attempts to sell the business have been made, nor has the business been previously valued. The current decision to sell has been made within the last two months due to personal circumstances.

2.6. Business Changes: There are no important changes currently occurring within the business.

2.7 Competitive Advantages (Factors for Success):

- **Unique Concept:** As a central London dog café, they offer unparalleled access to intelligent and

popular dogs, providing an exclusive experience not available elsewhere.

- **Strong Branding & Community:** Even in its early stages, the business has cultivated a robust brand and an engaged community, evidenced by over 7,300 active Instagram followers and consistent monthly visitors. This has built a loyal audience that resonates with the authentic, wellness-focused approach.
- **Premium Experience:** The business provides a clean, calm, and exquisitely designed environment, maintaining a strict separation between dining areas and dog interaction zones, ensuring a relaxed atmosphere and high-quality food experience.
- **Specialty Offerings:** The menu features unique specialty coffees and teas exclusive to this café, and delicious sweets and sandwiches, offering a culinary experience unique to London.
- **Prime Location:** Situated in the heart of central London, the café benefits from excellent accessibility for both residents and tourists.

2.8. Business Reputation: The dog café is renowned for delivering a premium and unique experience that seamlessly blends specialty coffee with rare interactions with well-trained dogs. Customers consistently commend the clean, relaxing environment and the café's warm, inviting atmosphere. Their strong social media presence and glowing reviews underscore a rapidly growing and deeply loyal community.

2.9. Supplier Dependency: The business is not dependent on any single supplier.

2.10. Technology Utilized:

- Square POS System
- Squarespace website
- Simply Book booking website
- Revolut merchant payments processor

2.11. Customer Service Philosophy: The customer service ethos is founded on genuine warmth, meticulous attentiveness, and the cultivation of a welcoming atmosphere where every guest feels cherished. The café actively solicits and integrates customer feedback, ensuring both visitors and the dogs have positive and comfortable experiences.

2.12. Key Strengths:

- Unique concept as a central London dog café.
- Beautifully designed and immaculately clean space with clear separation of dining and dog interaction areas.
- High-quality specialty food and beverage offerings.
- Strong, engaged social media following.
- Well-trained and well-cared-for resident dogs.
- Prime Central location.

2.13. Key Opportunities for a New Owner:

- **Expansion through Events & Merchandise:** Significant potential to host themed events, private hires, and expand merchandise offerings, including online sales.
- **Franchising Potential:** The unique and successful model presents a clear path to franchising the brand.
- **Enhanced Marketing:** Increase marketing efforts to convert first-time visitors into loyal, repeat customers.
- **Strategic Partnerships:** Explore collaborations with wellness or pet-related brands to further solidify its niche in experiential hospitality.

- **Tourism Market Penetration:** Untapped potential to target the international tourist market through dedicated advertising on tourism platforms, given the global uniqueness of the concept.

2.14. Client Base: Approximately 12% are regular customers, though this figure is expected to grow significantly as the business has only been operating for six months and offers a highly sought-after novelty experience.

2.15. Market Outlook: the dog café occupies a distinctive niche within London's burgeoning pet and experiential hospitality sectors, both of which are experiencing increasing demand for animal centric experiences. The business is strategically positioned for scalable growth. With consistent media attention and strong online reviews, it demonstrates high potential for franchise or brand extension opportunities.

2.16. Quality Assurance/Standards: Rigorous standards are maintained for animal welfare, encompassing regular veterinary care, adequate rest cycles, and structured guest interaction policies. All staff receive comprehensive training in pet handling and customer service to ensure a safe and premium experience for all. The business also commits to sourcing high-quality, ethical food and beverages and adheres to strict cleanliness protocols throughout the premises.

3. ADVERTISING & MARKETING:

3.1. Advertising Channels:

- Meta (Facebook/Instagram)
- Google (Paid Search)
- TikTok

3.2. Brochures/Direct Mail: No company brochures. Direct mail contact is via email.

4. EMPLOYEES:

4.1. Employment Terms: All employees have formal employment terms and conditions.

4.2. Staffing Levels:

- Part-time staff: 1 barista, 1 dog experience host, 2 barista and dog experience hosts
- Marketing, accounting, and specialized dog care are handled by contractors.

4.3. Staff training: The business operates with clear Standard Operating Procedures (SOPs), making staff training straightforward and quick.

5. FINANCIAL INFORMATION

5.1. Performance (Month 6): The business has been profitable from day one of operation.

5.2. Recent Financial Figures (30th November 2024 - 27th May 2025):

- Turnover: £137,233
- Net Profit: £124,994.73
- Net Asset Value: £150,000

Further financial documentation (though only 6 months of operation available) can be provided to serious purchasers upon request.

5.3. Opportunities for Sales & Profit Increase (Buyer's Perspective):

- Host exclusive events (e.g., dog yoga, themed parties).
- Offer private hire of the café space.
- Expand merchandise offerings and establish an online store.
- Explore franchising opportunities to replicate the successful model.

5.4. Estimated Potential Profitability for New Owner: The current owner estimates a potential annual profitability of £360,000.

6. PROPERTY DETAILS

6.1. Tenure: Leasehold

6.2. Lease Term:

- 10-year lease with a 5-year break clause.
- An additional rent-free period will be granted if the lease is continued beyond the initial term.

6.3. Rent Reviews: Every 5 years.

6.4. Annual Rent: £60,000 + VAT

6.5. Rates: £17,664 per annum

6.6. Property Description: Ground and Basement Floor

6.7. Location Description: Centrally located in London, ensuring excellent footfall and accessibility.

6.8. Fixtures & Fittings: All fixtures and fittings essential to the business operation are included in the sale, such as CCTV, grill, dishwasher, espresso machine, POS system, tables, chairs, and other café equipment.

6.9. Services: Gas, Electricity, Water, Sewerage, Broadband, Trash Collection.

7. BUSINESS HOURS

- Wednesday: 11:00 AM - 7:00 PM
 - Thursday: 11:00 AM - 5:30 PM
 - Friday - Sunday: 11:00 AM - 8:00 PM
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8. GENERAL NOTES & SALE PROCESS

8.1. Technical Knowledge Required by New Owner: No.

8.2. Familiarization Period for New Owner: A few weeks maximum.

8.3. Handover & Training: The current owner is committed to providing a thorough handover and training to the new owner.

8.4. Reason for Sale: The owner needs to relocate internationally for an indefinite period to care for a sick family member, making continued management of the business unfeasible.

8.5. Non-Compete Agreement: The current owner will agree not to compete with the business post-sale.

8.6. Timetable for Sale: ASAP.

8.7. Post-Sale Support: The current owner will provide support to the successful purchaser.

8.8. Confidentiality: The sale of the business is strictly confidential.

8.9. Owner's Future Plans: To attend to the aforementioned personal circumstances.

8.10. Key Reasons for Buyer Interest:

- Unique & Niche Market Leadership: As a London dog café, the business faces minimal direct competition in its niche.
- Emotionally Resonant Brand & Lifestyle Business: Buyers acquire a business that genuinely makes people feel good, driven by high word-of-mouth visits and emotional attachment to dogs and a fun and unique experience.
- Scalable Format: The unique theme, established café setup, and proven customer experience offer clear potential for expansion into new locations, pop-ups, or extensive merchandise lines (e.g. dog-themed products, branded goods).

Strictly confidential. All viewings by appointment only.

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Next Steps & Contact

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