

Offline and Online Casino





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Invest in a premier casino and hospitality establishment strategically located in Nairobi. With a diverse revenue stream from both in-person and online operations, this fully licensed business offers tremendous growth potential.

This business features a casino, online casino, licensed sports betting, lounge, restaurant, and bar with a seating capacity of over 400. The monthly revenue target post-sale is projected between \$500,000 and \$650,000. The asking price for 100% ownership is \$5,000,000, with a 20% shareholder currently being a Kenya/Swiss investor. The primary reason for the sale is the retirement of the main shareholder, who is 66 years old, making this an attractive opportunity for investors interested in the expanding gaming and hospitality industry in Africa.

The company was first just licensed as a casino in 2007, acquiring Regency Slots LTD in 2010. However the casino was modernised with state-of-the-art slot machines and gaming tables imported from Germany, along with upgraded LED lighting. Recognizing a growing demand for a luxury lounge and restaurant the management purchased the adjacent restaurant in 2012 and completed further renovations, enhancing the space to a total of 1,050 sqm (approximately 11,500 sqft). The establishment quickly became a hotspot for after-work clientele and continues to attract both local and international customers.

In 2015, the business obtained a national sports betting license, operating within the casino and offering online sports betting, which can be activated at any time. The latest development is the upcoming launch which allows the casino to enter the online gaming space, capitalising on the increasing interest in mobile gaming among Kenyans. The management is confident that this new venture will significantly boost monthly income, with projections reaching \$500,000 within a year due to limited competition.

The ownership structure currently consists of two shareholders, with the major shareholder willing to sell and relocate back to Europe. The existing management team, including the General Manager with over 20 years of experience in the casino industry, is supportive of the transition and willing to remain with the company.

Key Investment Highlights

- Established Brand: Operating since 2007 with a strong reputation in Nairobi's nightlife and gaming sectors.
- Renovated Facilities: Comprehensive modernizations including custom-made gaming equipment and state-of-the-art lighting.
- High Foot Traffic Location: Approximately 500,000 pedestrians daily ensure consistent customer flow.
- Diverse Revenue Streams: Successful integration of a casino, lounge, and restaurant, with online casino launch expected to generate significant income.
- Sports Betting License: National operations with online capabilities, offering lucrative growth opportunities.
- Experienced Management Team: Long-term staff willing to remain post-sale to ensure a smooth transition.
- Strong Market Potential: Expected income growth from online operations projected to reach \$500,000/month within a year.

TARGET PRICE
\$5,000,000

BUSINESS TYPE
Casino

COUNTRY
Kenya

BUSINESS ID
L#20240771

Financials

- Current Monthly Revenue Projections:
 - In-Person Operations: \$200,000 – \$300,000
 - Full Operations (with Online Casino): \$400,000 – \$600,000
- Monthly Operating Costs:
 - Staff Salaries (70 Employees): \$12,500
 - Rent: \$12,600
- Turnover Expectations:
 - Estimated turnover of \$120,000 to \$150,000 initially, with substantial growth following the online casino launch.
- Future Growth Potential:
 - The imminent launch of online casino is projected to significantly increase business value, potentially exceeding \$10 million within 12-18 months.

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