



# Stall 43 & 44 Sales Prospectus: SMM Grocer

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Submit an Expression of Interest  
to be part of the iconic  
South Melbourne Market



[southmelbournemarket.com.au](http://southmelbournemarket.com.au)

# South Melbourne Market

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## The Quintessential Village Market

With over 5.15 million visitors annually, the South Melbourne Market has, and continues to, set the standard in placemaking and has delivered consistent growth in visitation over the past decade. Since 1867, the Market has been a treasured inner-city landmark and a favourite among locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share, and connect.

Inside our Market, authentic traders display their wares with pride and passion. Quirky and playful characters are found behind the counters, delivering old fashioned customer service with a smile. We embrace and showcase the local, supporting local farmers, artisans, and producers. It is a foodie's paradise where freshness, quality and diversity are paramount and foodstuffs from land and sea are on show. We celebrate a philosophy of real food, encouraging you to cook dishes made from great quality, fresh produce sourced from our family of traders you know, love and trust.

We are home to seriously good coffee, specialty tea and a vibrant restaurant precinct for day and night-time activation. There is also an amazing array of merchandise and services with everything from clothing, homewares and second-hand books to hairdressing and pet food. With a calendar of live music, events and activities, the Market is a happy and experiential place that celebrates the senses. Take a trip to the Market: you never know what you will find, but we guarantee it will be full of surprising moments and experiences!

An independent committee, appointed by Council, governs the Market with support of the City of Port Phillip.

# Stall 43 & 44 - Overview

## Business For Sale – South Melbourne Market Grocer

South Melbourne Market Grocer on Coventry Street is sure to delight and inspire the chef within you. Stocking an impressive range of International spices and ingredients found in the most interesting recipes, they cater for everyone's grocery needs – from everyday to gourmet!

South Melbourne Market Grocer is fully stocked with hard-to-find products from all over the world including Mexico, Asia, Columbia, Poland, The Netherlands, South Africa and the UK. They also carry a large range of Hot Sauces and confectionary.

### Sale includes:

- Double fronted street front location and external display area
- Shop fit-out and fixtures; stock; Myki agency (only one at the Market)
- Premium location on Coventry St street-front with strong traffic and visibility
- Business name & supplier contacts
- Established reputation and customer destination
- Vendor support and handover; website, POS system, wifi, security cameras
- Small office, kitchenette & storeroom/cool room with roller door
- Future possibility for extended days/ hours

### Please Note:

There is a purchase price for this business that will need to be negotiated with the current business owner, once the Market has provided approval



# Stall 43 & 44 - Map Location



# Stall 43 & 44 - Location & Details

## Details :

- **Category:** Specialist Grocer – grocery lines including both local & international non-perishables, everyday grocery and pantry items.
- **Stall location:** Coventry Street, close to Centre Aisle entrance
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** approx. 69.5m<sup>2</sup> internal stall space; 20.4m<sup>2</sup> storeroom; 16.2m<sup>2</sup> footpath trading space
- **Sale Of Business:** Please note this is a sale of business, there is a purchase price for this business. Please enquire with the current Licensee after approval by the Market

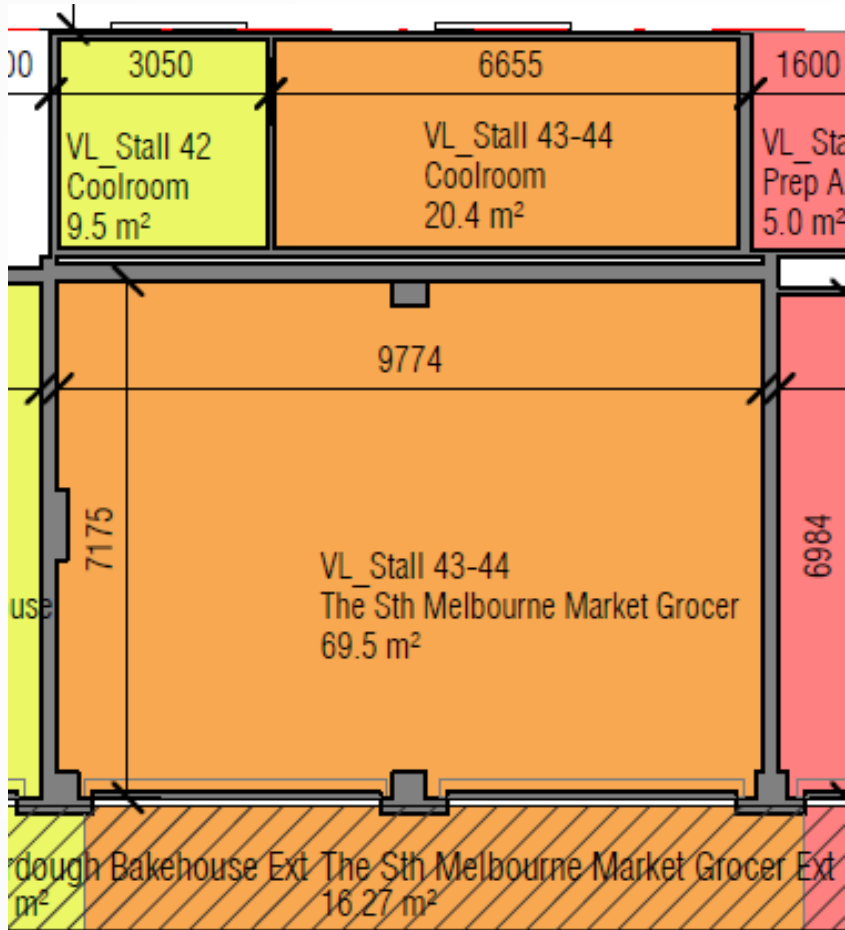
## Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation with the successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, following current Licensee permitted use agreement
- **Fixtures and Fittings:** All existing fixtures & fittings included in the sale
- **Rental Fees:** By negotiation with SMM Management
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities. The licensee will also be required to pay a monthly pest control fee, amount TBA.
- The Licensee is responsible for effecting and keeping a **Public Liability insurance** policy for at least \$20 million for their stall.
- **Security Deposit:** The security deposit is equal to three months licence fee excluding GST and will be required to be paid at the commencement of the licence.



# Stall 43 & 44 - Stall Plan

Stall space indicated on floorplan below in orange



# Stall 43 & 44 - Coventry Street Precinct

## Coventry Street- Precinct overview

Coventry Street, on the south side of the Market, is the main thoroughfare to and from the Market to the nearby South Melbourne tram station.

The historic street frontage is known for its hustle and bustle, a mix of grocery, fruit & veg, flower and food & beverage offers such as **Rod's Fruit & Vegetables, La Central Spanish Deli & Bodega, Cobb Lane Bakery, The Nutshoppe, Proper & Son cafe, and The South Melbourne Market Grocer.** The popular South Melbourne café Code Black is situated directly across the street.

This location is one of the most prominent stall locations at the market, occupying a double-sized shopfront on Coventry Street between Cobb Lane and La Central Spanish Deli, close to the entrance to Centre Aisle. Centre Aisle acts as a major thoroughfare for customers from Coventry Street and York Street entrances.

### Stall Features:

- **Premium Coventry Street frontage** – Positioned on one of the main thoroughfares of the Market, facing onto Coventry Street and close to the Centre Aisle entrance.
- **Market visitation** – Total entry into the Market was **5,150,000 customers** for 22/23 year
- **High footfall** –
  - Approx. **2,378,321 people walking directly past the stall**
  - Approximately **46% of total visitation annually pass the tenancy**
  - A vibrant precinct with a high local & tourist customer visitation
  - Heart of the Coventry Street precinct, on main route to South Melbourne tram station and across the street from the popular Code Black café.



# Stall 43 & 44 - EOI Process

## Expression of interest process

The expression of interest process and business selection will be conducted by members of the South Melbourne Market Management Team. Submissions must be lodged via electronic submission, after discussion and agreement with the Licensee regarding the sale of business.

1. Applicants to read and understand all documentation.
2. Develop Business Plan: a link to a template is available on the [South Melbourne Market website](#) or you can develop your own addressing the information requested in the template.
3. Fill out and submit the application form online via the Market website before the expression of interest closing date.
4. An evaluation panel comprising of South Melbourne Market Management Team members will evaluate each application based on evaluation criteria.
5. Applicants are shortlisted and interviewed
6. SMM Management & SMM Committee support of applicant(s)
7. Successful applicant advised.
8. Business sale finalised between old and new tenant.
9. Licence prepared and delivered.





# Stall 43 & 44 - Application requirements

## Registering your interest

Interested parties are invited to express their interest by contacting South Melbourne Market Grocer owner, or SMM for more details. The South Melbourne Market requires any interested parties to submit an application, supported by a [Business plan](#) which focuses on the following:

- Strong focus on a viable, commercial operation
- Proposed business strategy
- Experience – details around:
  - background and previous relevant experience,
  - small business experience,
  - small business management and/or ownership
  - understanding of grocery products, specialist focus, passion and food knowledge,
  - understanding of product innovation and trends,
  - future vision
- A passion for sustainability in business, environmental and social sustainability business strategies
- Best practice, creative and innovative business operations
- A desire to join the thriving and unique South Melbourne Market community



## South Melbourne Market

# Get in touch

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South Melbourne Market Grocer



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Corner of Cecil & Coventry Streets, South Melbourne



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