



Stall 49 Sale Prospectus: Azalea Flowers

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



southmelbournemarket.com.au

South Melbourne Market

The Quintessential Village Market

With over 5.5 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!

South Melbourne Market is owned and operated by the City of Port Phillip and advised by a Special Advisory Committee of the Port Phillip Council.

The South Melbourne Market Committee has the responsibility of overseeing the Market on behalf of Council.

Stall 49 - Overview

Business For Sale – Azalea Flowers

Specialising in premium cut flowers and beautiful floral arrangements – from classic perfumed roses to Australian tropical natives – Azalea Flowers has a reputation for high quality, unique blooms.

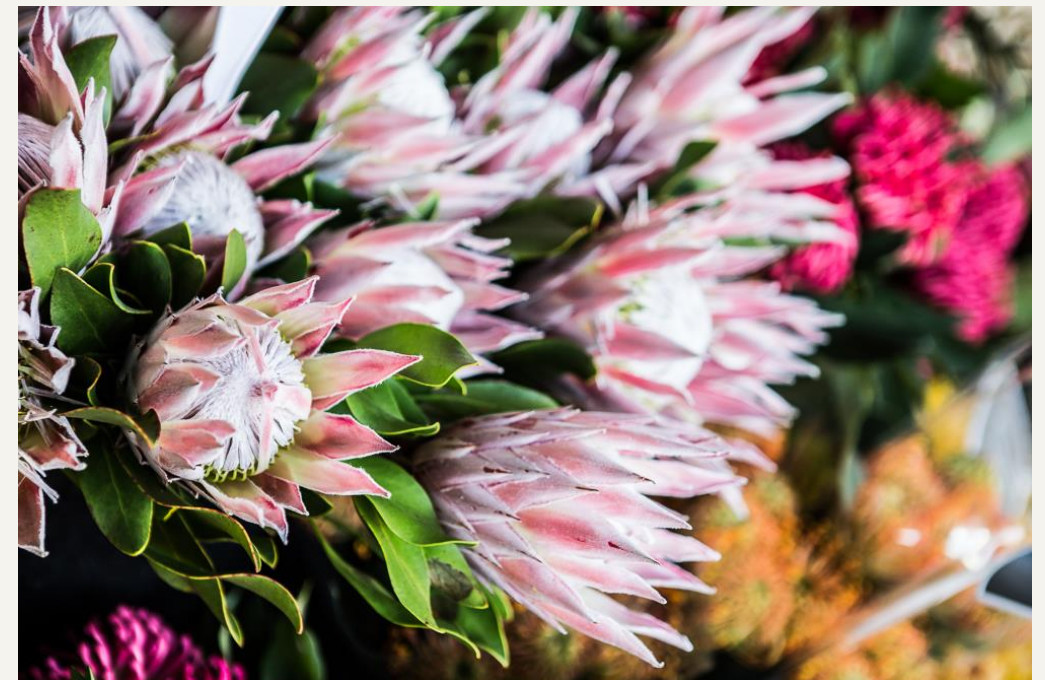
Located on the highly sought-after location of Coventry Street, Azalea is uniquely positioned amongst some of the Markets great fresh produce drawcards. With a strong focus on seasonality, Azalea stocks a large range of stunning and unique flowers and foliage, sourced daily from growers large and small. Azaleas' passionate team of skilled florists can create beautiful, bespoke creations to suit every need.

The Market is seeking expressions of interest for a new, high-quality florist offer featuring :

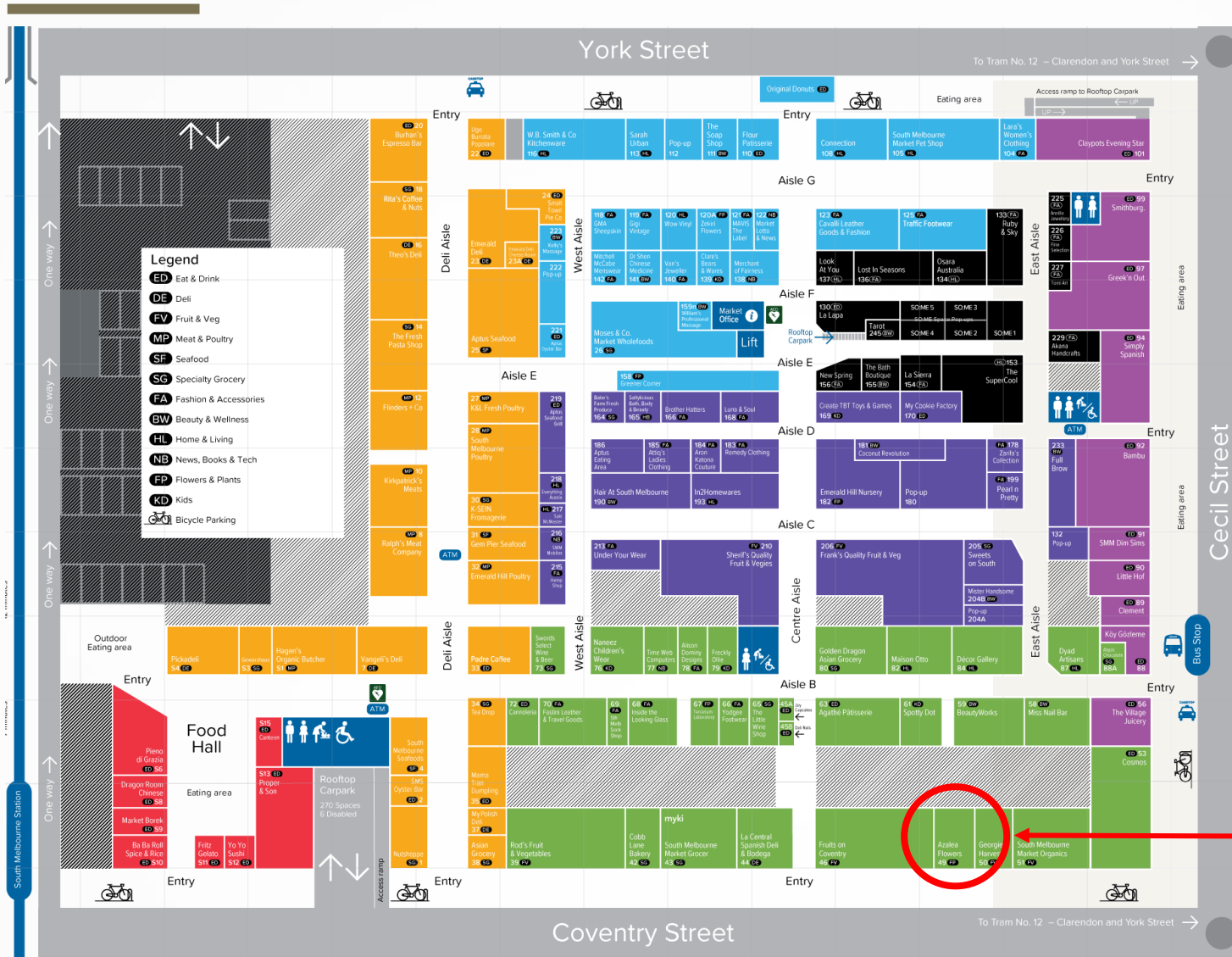
- High quality cut flowers & floral arrangements.
- With a team of specialist skilled florists to create bespoke arrangements
- Floral arrangements made to order

Sale includes:

- Premium Coventry St location, with strong traffic and high visibility, positioned on the perimeter of the bustling South Melbourne Market
- Shop fit out and fixtures, all display cabinetry (fixtures & chattels)
- Established reputation, goodwill – regular customer base for over 10 years
- Website and online store
- Business name – “by negotiation” Azalea has built a reputation as one of Melbourne's premier floral destinations.
- Vendor support and handover



Stall 49 - Map Location



STALL 49
 Coventry St street frontage,
 Near corner of Cecil St, and
 Centre Aisle entrance

Stall 49 - Location & Details

Details :

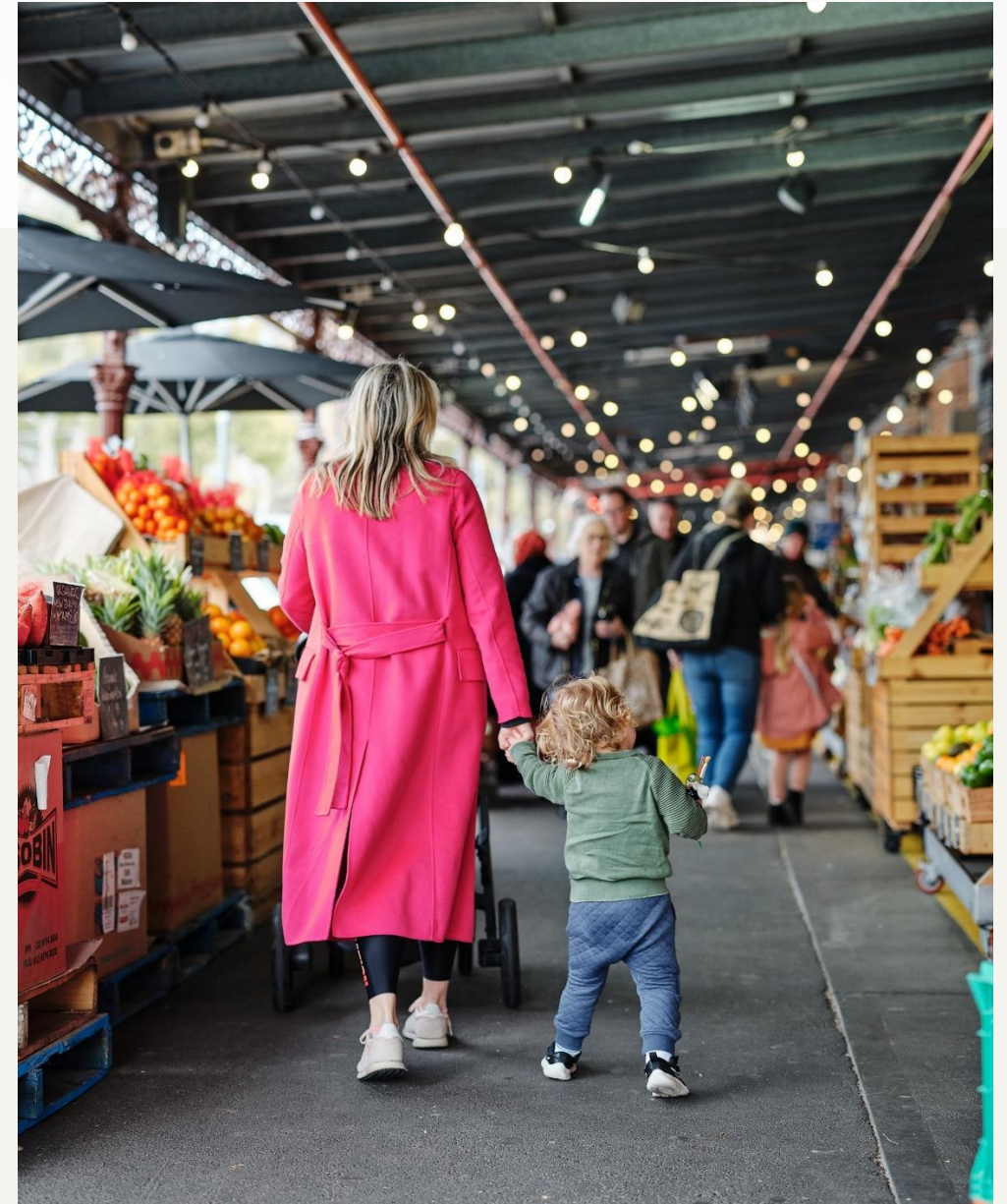
- **Category: Fresh produce – Specialist Florist**

Note : Food & Beverage and Fast Food/ Takeaway food businesses should not apply

- **Stall location: Coventry Street** located on the perimeter of the Market
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Stall Size:** Approx 36m², plus adjoining cool room space, and street display area
- **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/ Business owner for details

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
- There are no guarantees after an initial licence term that a licence will be renewed, an assessment and renewal process is undertaken at this point.
- To determine whether the purchaser could sell the business in the future, SMM Management must provide approval that a sale can occur.



Stall 49 - Location & Details

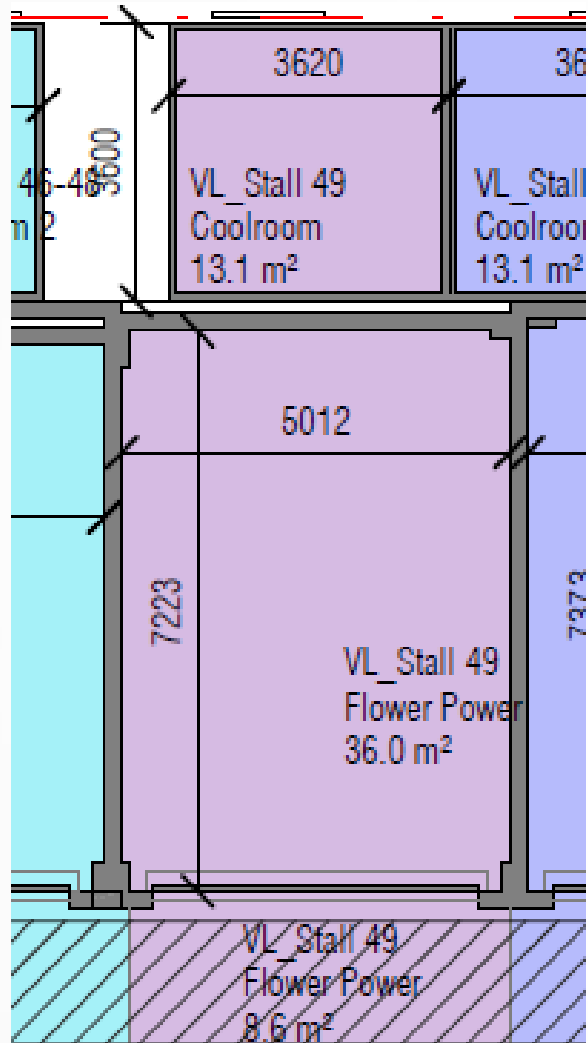
Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation with SMM Management with the successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, specialising in premium floristry, floral displays, and fresh cut flowers.
- **Fixtures and Fittings:** All existing fixtures and 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 49 - Stall Plan

Stall space indicated on floorplan in purple below:



- Stall space approx. 36m²
- Cool room approx. 13.1m²
- Footpath display area approx. 8.6m²

Stall 49 - 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, and Coventry Street cafes and boutiques.

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**, **Georgie's Harvest**, **La Central Spanish Deli & Bodega**, **Cobb Lane Bakery**, **The Nutshoppe**, **Proper & Son** cafe, and **Azalea** florist. The popular South Melbourne cafés Code Black and Market Lane are situated directly across the street.

This location is a key location for fresh offers, occupying a prominent shopfront on Coventry Street between Georgie's Harvest and Fruits on Coventry, close to the corner of Cecil St and the entrance to Centre Aisle.

Stall Features:

- **Premium Coventry Street frontage** – Positioned on one of the main thoroughfares of the Market, facing onto Coventry Street and close to the Cecil Street corner.
- **Market visitation** – Total entry into the Market was **5,538,000 customers** for 23/24 calendar year
- **High footfall** –
 - Approx. **2,378,321 people walking directly past the stall**
 - Approximately **42% of total visitation annually pass the tenancy**
 - A vibrant precinct with a high local & tourist customer visitation universally
 - Heart of the Coventry Street precinct, on main route to South Melbourne tram station and across the street from the popular Code Black and Market Lane cafés.



Stall 49 – Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting Azalea Flowers 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 premium floristry experience,
 - small business experience,
 - small business management and/or ownership
 - understanding and experience in specialty floristry offers,
 - understanding of product innovation and customer target market,
 - 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

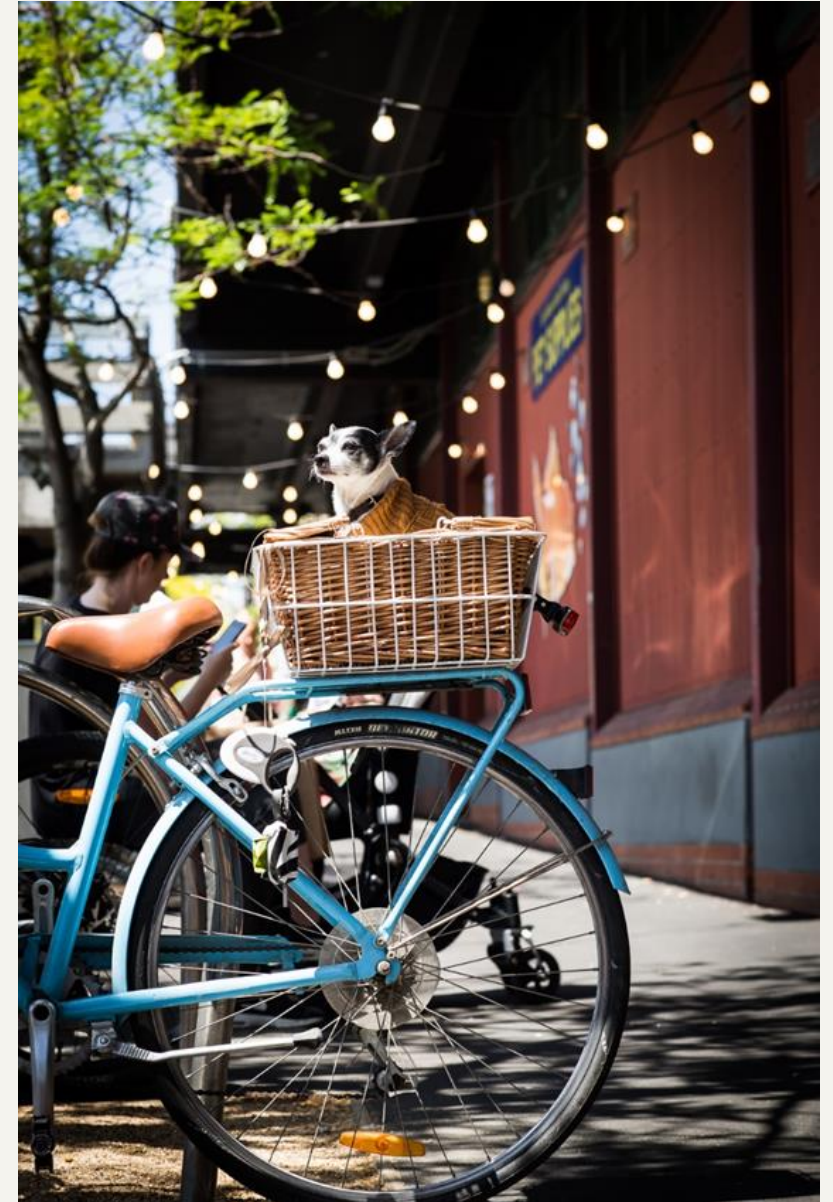


Stall 49 - EOI Process

Expression of interest process

The expression of interest process and business selection will be conducted by members of the South Melbourne Market Management Team and SMM Committee. 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.
4. An evaluation panel comprising of South Melbourne Market Management Team and SMM Committee 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.



South Melbourne Market

Get in touch



Current business owner & Licensee :

Michael Pavlou

M: 0421 321 493

E: mppavlou@gmail.com

South Melbourne Market:

Clarissa Madden

Head Of Retail & Business Development, South Melbourne Market

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M: 0468 562990



Corner of Cecil & Coventry Streets, South Melbourne



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