



Stall 123

Sale Prospectus : Cavalli Clothing

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!

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

Stall 123 - Overview

Business For Sale – Cavalli Clothing

Cavalli Clothing is a long standing, quality women's and men's fashion stall with a focus on Australian designed and made products.

Step into style with Cavalli – a beautifully curated fashion stall offering a refined collection of contemporary womenswear and accessories. Known for its effortlessly chic aesthetic, quality pieces and 25 years of loyal clientele who value elegance with ease, Cavalli presents a rare opportunity to take over a well-located business with a strong brand presence.

Sale includes:

- Stall fit-out and fixtures; display cabinetry
- Premium corner location on Centre Aisle, with strong traffic and visibility
- Supplier contacts and supply chain (sustainable and environmental credentials)
- Product/ stock
- Established reputation & destination
- Business name
- Goodwill/reputation
- Vendor support and handover
- Website/social media accounts

Please Note:

There is a purchase price for this business that will need to be negotiated with the current Licensee's business broker once the Market has provided approval



Stall 123 - Location & Details

Details :

- **Category:** General Merchandise – Men's and Women's Clothing and accessories

Please Note: Food offers will not be accepted

- **Stall location:** Centre Aisle, corner of Aisle G
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 29.4m² internal, plus external display areas in Centre Aisle & Aisle G
- **Sale Of Business:** Please note this is a sale of business, no other business offers such as food or other goods will be approved for this location.

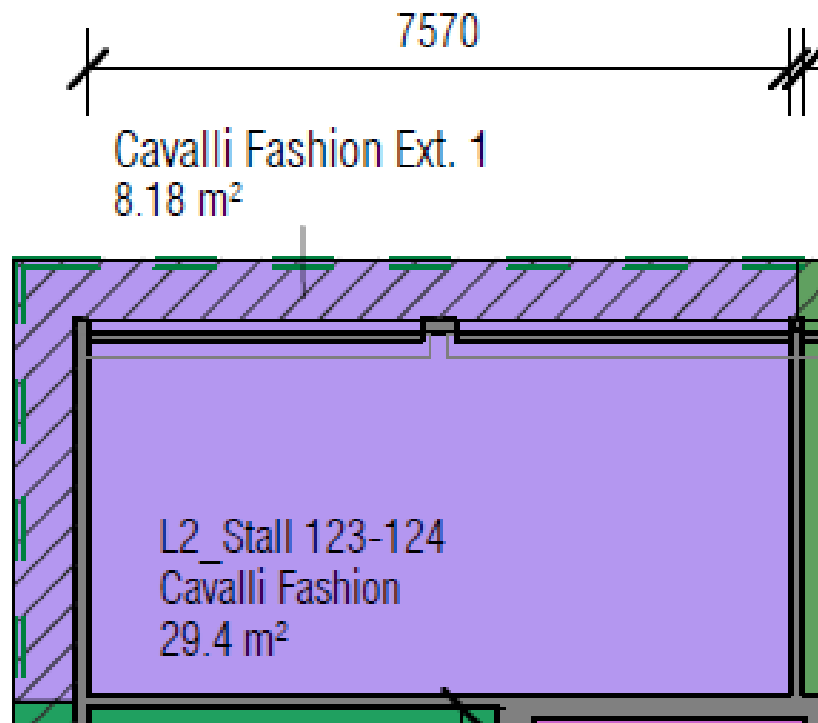
Licensing, fees and stall details:

- **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 123 - Stall details



Stall size:

- Stall size: 29.4m² approx
- Yellow line display area: 8.18m² approx
- Aisle Display area (not shown here, Aisle G): 7.5m² approx

Stall 123 – Centre Aisle precinct

Centre Aisle - Precinct overview

South Melbourne Market are seeking Expressions of interest (EOI) for a new and exciting business owner for Cavalli Clothing, a woman's and men's fashion and accessories stall located in Centre Aisle on the corner of Aisle G.

Situated in a sought-after corner stall facing both Centre Aisle and Aisle G, the location benefits from being in the heart of the Market, close to the Market Information office, York Street entrance, the carpark stairs and carpark lift.

Centre Aisle is the main north/south thoroughfare of the Market, and is known for its hustle and bustle, a mix of general merchandise and fruit stalls such as **Frank's Quality Fruit & Veg**, **Emerald Hill Florist**, **In2Homewares**, **Luna & Soul** and **Create TBT Toys & Games**.

This location is one of **the most prominent general merchandise stall locations within the market**, occupying a key corner site on Centre Aisle, on the corner of Aisle G. Centre Aisle acts as a major thoroughfare for customers from Coventry Street and York Street entrances.

Stall Features:

- **Premium corner location** – Positioned on Centre Aisle, and on the corner of Aisle D, visible from the stairs from the car park.
- **Market visitation** – Total entry into the Market was 5,538,000 customers for 23/24 calendar year
- **High footfall** –
 - Approx. **1,883,016 people** walking directly past the stall
 - Approximately 34% of total visitation annually pass the tenancy
 - A vibrant corner site in the heart of the Market with a high local & tourist customer visitation



Stall 123 – Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting Cavalli Clothing's owner, or SMM for more details. The South Melbourne Market requires any interested parties to submit an online 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, and/or small business management and/or ownership
 - understanding and experience in fashion design & development,
 - Passion & drive to grow and develop a clothing business
 - understanding of product innovation and trends,
 - future vision
- A passion for sustainability, 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

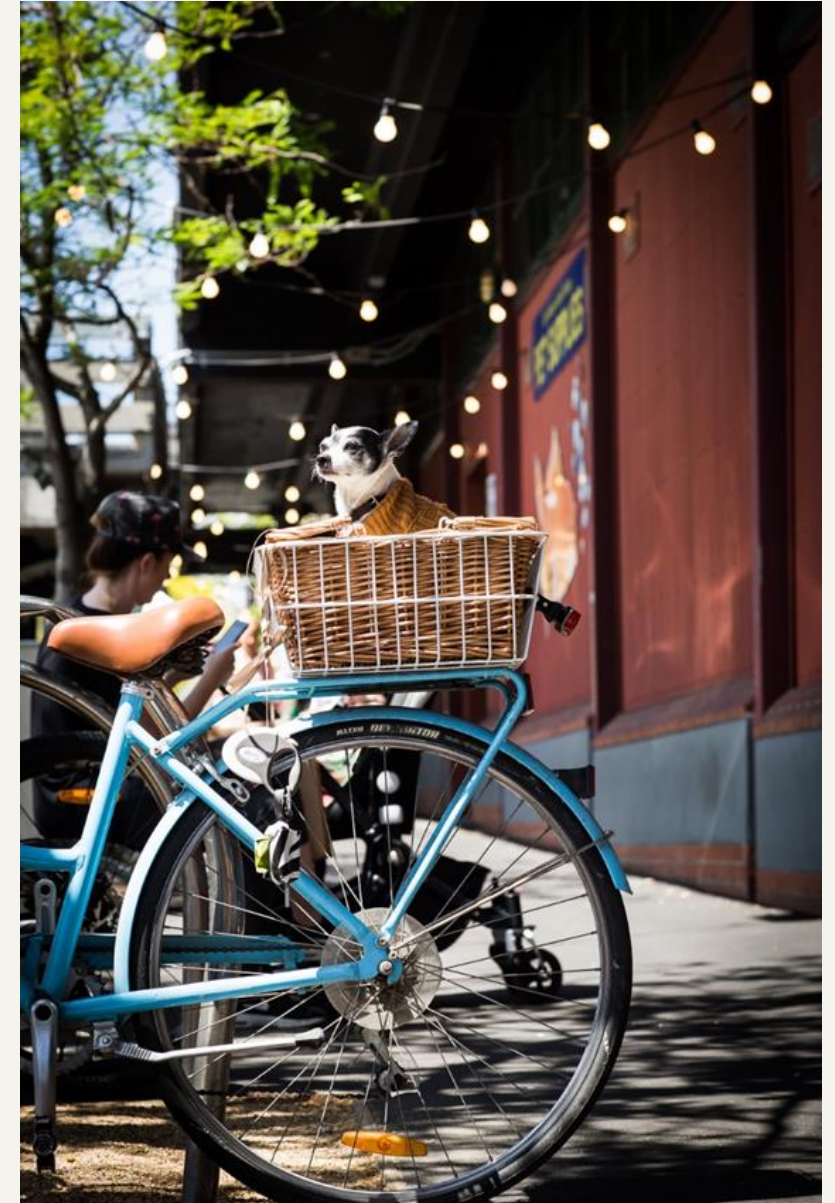


Stall 123- EOI Process

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.



South Melbourne Market

Get in touch



Licensee/ Business owner:

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South Melbourne Market:

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Corner of Cecil & Coventry Streets, South Melbourne



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