



Stall 210 -212 Sale Prospectus

Sherif's Quality Fruit & Veg

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 210-212 - Overview

Business For Sale – Sherif's Quality Fruit & Vegetables

Sherif's Quality Fruit & Veg is a long-established Market business, having traded successfully for over 23 years from their prominent greengrocer's stall in the heart of the South Melbourne Market.

Sherif's Quality Fruit & Veg pride themselves on their friendly customer service, quality & value fruit and vegetable offer, and reliably fresh produce. Sherif and his staff have a regular customer base, and good reputation amongst locals – always providing service with a smile!

Sale includes:

- Shop fit out and fixtures
- Premium Centre Aisle corner location in the Market with strong traffic and visibility
- Established reputation and destination
- Vendor support and handover

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
- Subsequent licences may be granted following the initial licence term after assessment and review during a licence renewal process
- Any future request for a sale of business must adhere to the Sale Of Business Policy, copy can be provided upon request.



Stall 210-212 - Location & Details

Details :

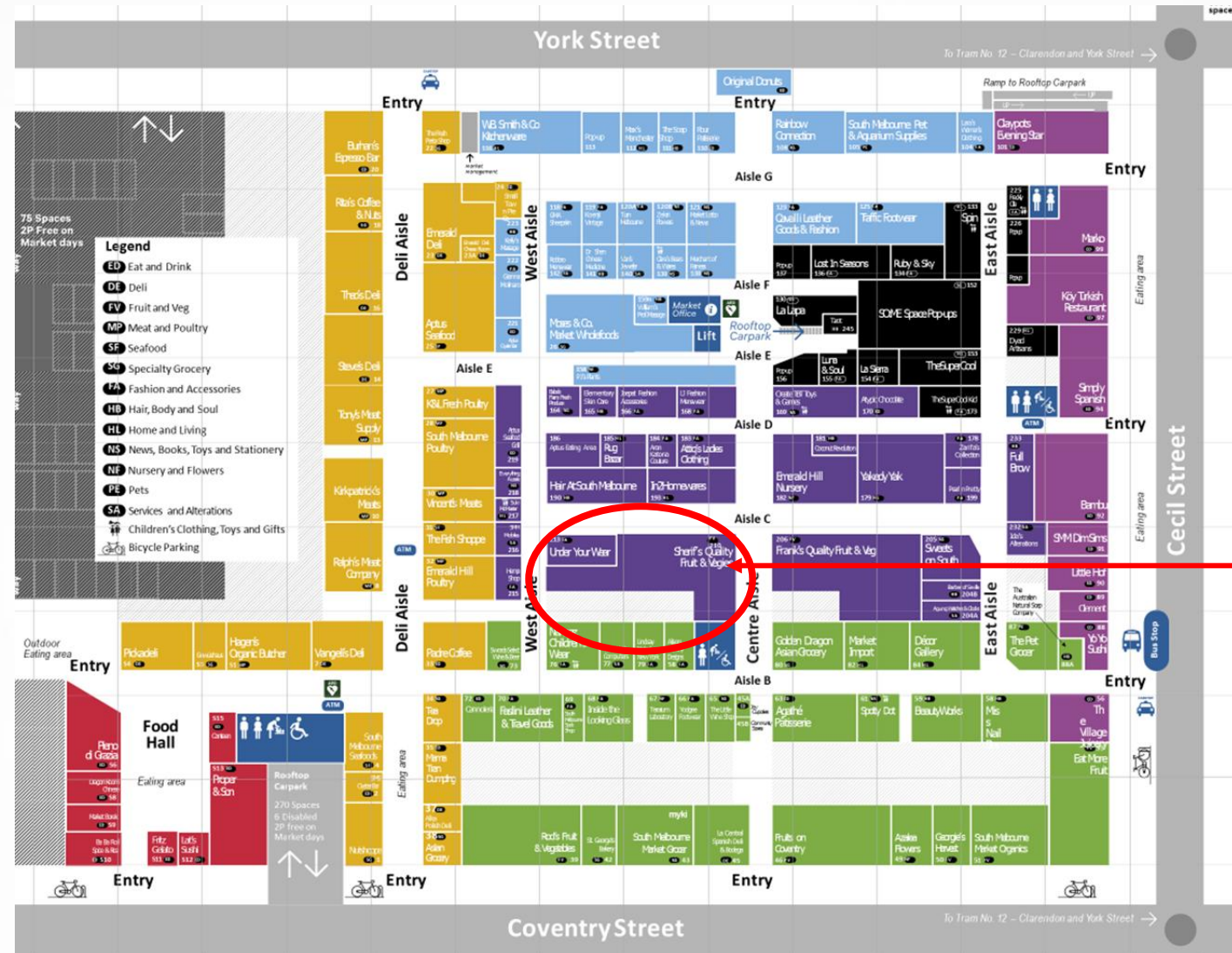
- **Category:** Greengrocer – Mid-range fruit & vegetables
Note: Food & Beverage and/or Fast Food & Takeaway businesses should not apply
- **Stall location:** Centre Aisle, on the corner of Aisle C, in the heart of the Market
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** approx. 391.70m2 internal stall space including cool room (refer to map on following page)

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 210-212 - Map Location

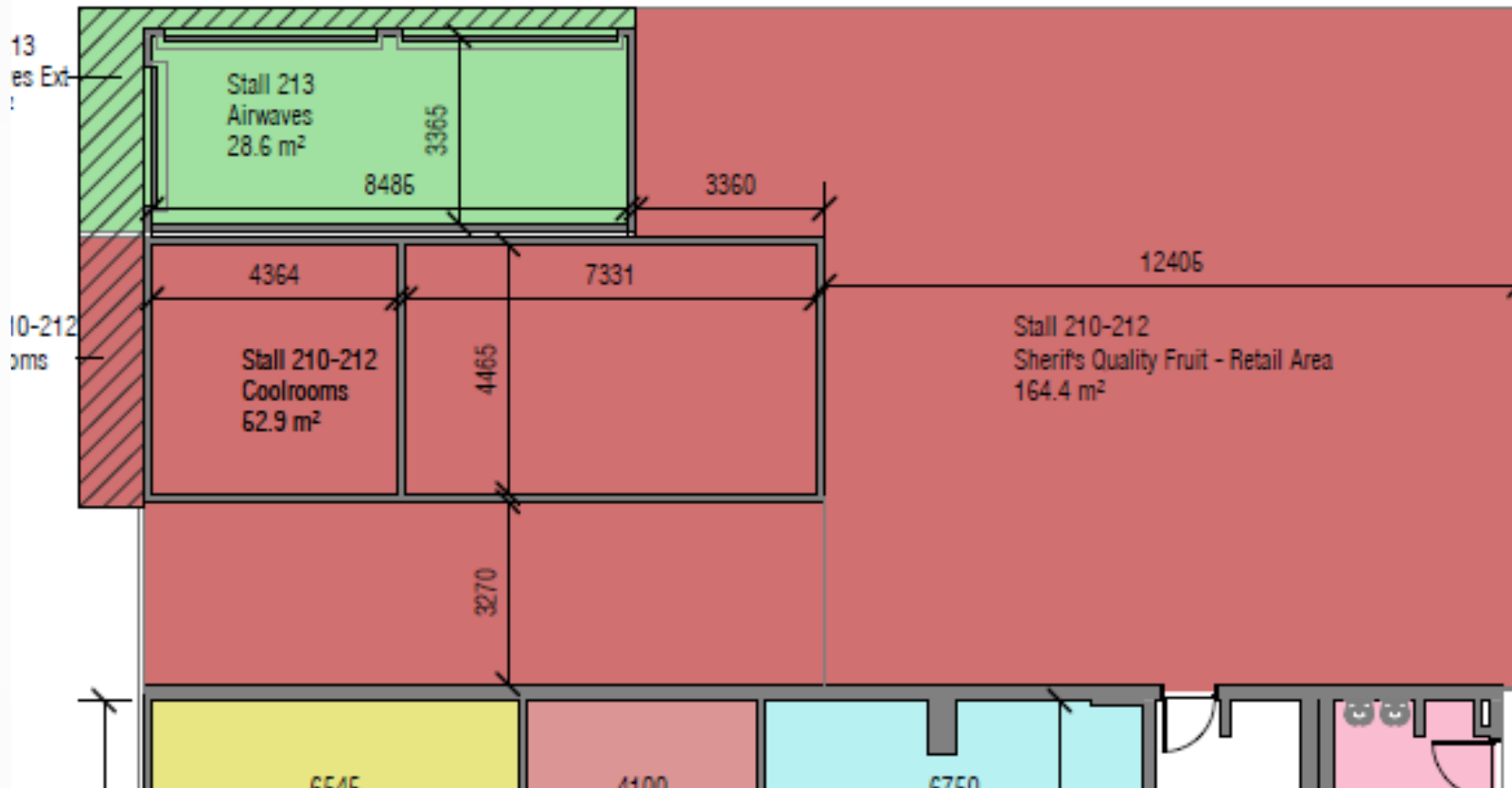


STALL 210

Centre Aisle, Central Market
Precinct, on the
corner of Aisle C

Stall 210-212 - Stall Plan

Note: Stall space shown in red below, including cool room and back of house areas



Stall Size:

- Stall size 164.4m2 approx.
- Cool room and back of house areas 62.9m2 approx

Stall 210-212 - Centre Aisle Precinct

Centre Aisle - Precinct overview

Centre Aisle is the central thoroughfare of the Market and is known for its hustle and bustle. A mix of grocery, fruit & veg, flower and general merchandise stalls such as **Emerald Hill Nursery**, **Agathe Patisserie**, **Frank's Quality Fruit & Veg**, **Golden Dragon Asian Grocery** and **In2Homewares**.

This location is one of the most prominent stall locations within the Market, occupying a key corner site on Centre Aisle, on the corner of Aisle C. Centre Aisle acts as a major thoroughfare for customers from Coventry Street and York Street entrances, and from the carpark stairs and lift, guaranteeing strong traffic flow.

Stall Features:

- **Premium Centre Aisle, corner location** – Positioned in the heart of the Market, facing onto Centre Aisle, and on the corner of Aisle C.
- **Market visitation** – Total entry into the Market was 5,538,000 customers for 23/24 year
- **High footfall** –
 - Approx. **2,108,000 people walking directly past the stall**
 - Approximately **38% of total visitation annually pass the tenancy**
 - A vibrant precinct with a high local & tourist customer visitation
 - Heart of the Market location, strong footfall of customers, connects Coventry and York Streets entrances, and is the carpark access main thoroughfare

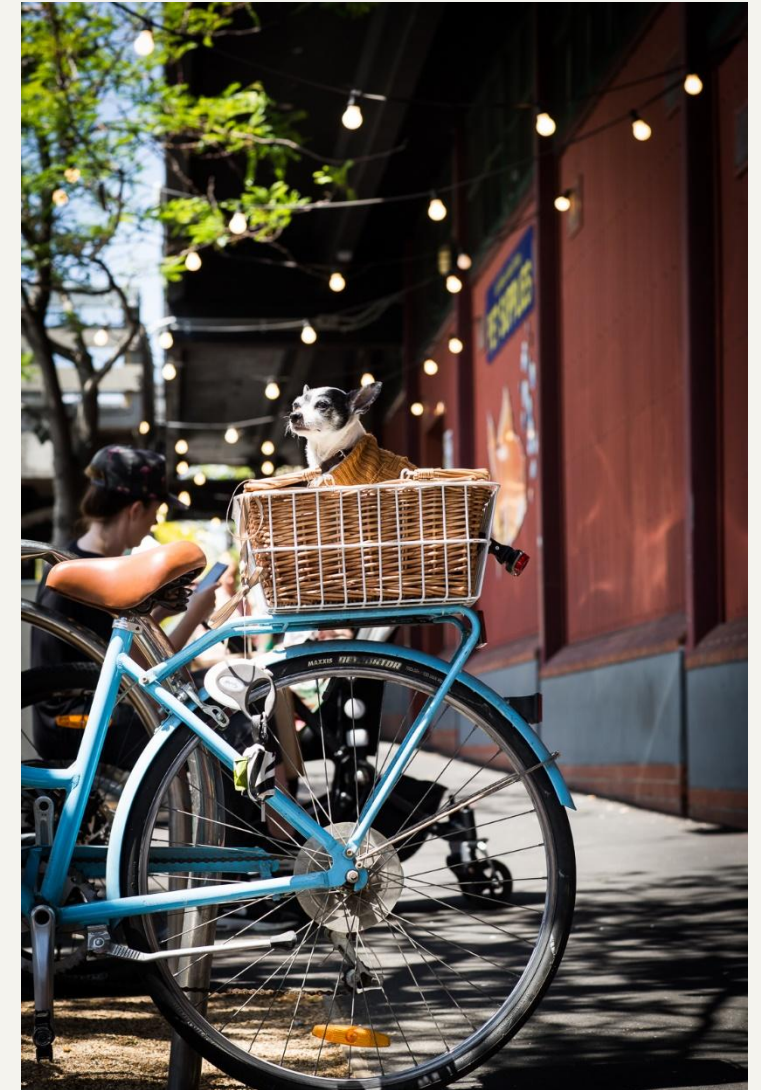


Stall 210-212 - EOI Process

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 210-212 - Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting **Sherif's Quality Fruit & Veg** 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 fresh food product development, in particular to Fruit & Veg,
 - 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



Sherif's Quality Fruit & Vegies

Sheraf Balla - owner

M: 0413 233 418

E: sherafballa@gmail.com

South Melbourne Market:

Clarissa Madden

Head Of Retail & Business Development, South Melbourne Market

E: clarissa.madden@portphillip.vic.gov.au

M: 0468 562990



Corner of Cecil & Coventry Streets, South Melbourne



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