

Miniso Greenfield Store Business for Sale Brisbane



For Sale

Location: **Brisbane**
Asking: **\$350,000**
Type: **Retail-Food Other / Retail Other**



Miniso Greenfield | Homeware, Discount, Retail Stores | QLD

About MINISO Group

MINISO Group is a global value retailer offering a variety of design-led lifestyle products. The Company serves consumers primarily through its large network of MINISO stores, and promotes a relaxing, treasure-hunting and engaging shopping experience full of delightful surprises that appeals to all demographics. Aesthetically pleasing design, quality and affordability are at the core of every product in MINISO's wide product portfolio, and the Company continually and frequently rolls out products with these qualities. Since the opening of its first store in China in 2013, the Company has built its flagship brand "MINISO" as a globally recognized retail brand and established a massive store network worldwide.

Founded by CEO Ye Guofu in 2013, Miniso has opened 5,300 stores in more than 100 countries and regions til 2022, including the US, UK, Canada, Australia, Spain, UAE, India, and Mexico. In 2021 Miniso combined sales worldwide reached US\$28 billion.

In 2020 Miniso officially listed on NYSE; In 2021 Miniso has 39 stores opened in Australia and NZ.

Key selling points

- Leverage world-famous brands and developed 80 animation IP merchandise including Coca Cola, Marvel, Hello Kitty, and have 30 IP exclusive rights to design Miniso house goods with their logos.
- Strong Design Academy (MDA), teamed up some of the best designers from Finland, Denmark, Norway to create high-quality products and received International awards such as IF, Red Dot and A' awards etc.
- Fast growth in 100+ countries with more than \$1 billion people visit Miniso stores every year, in Jan 2018, Miniso announced its IPO in September and funded by Tencent and Hillhouse Capital. In 2020 Miniso become a public listed company in New York.
- As Miniso new franchisee, high gross profit margin, low labour cost, and easy to manage business model.

QLD Greenfield Territories Available for Sale:

- Australia Fair Shopping Centre
- Mt Ommaney Centre
- Westfield Carindale
- Indooroopilly Shopping Centre

Contact:

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aubizbuysell.com.au/110678

LINK Business Brisbane
Broker Ref: BR01353

David Zhang or type ur



- Westfield Chermside
- Sunshine Plaza Shopping Centre
- Westfield Coomera
- Westfield Garden City

If you don't want to miss this great opportunity, please enquire today to express your interest.

Turnkey Price: From \$350,000- \$400,000

Business Broker: David Zhang

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