Iconic Home Decor & Gift Business for Sale Melbourne



For Sale

Location: **Melbourne**
Asking: **$29,500 + SAV**
Type: **Services-Other / Retail Other**

Iconic Home Decor & Gift Business, Online Growth Potential - EBS

Asking price: $29,500 Plus stock.

Nestled in the heart of the Mornington Peninsula, this long established homewares and gift business is a rare lifestyle opportunity, beautifully positioned in an iconic (sought after) shopping precinct. Under the same ownership since 1991, the store presents a polished, turnkey operation, offering immediate trading potential and a clear platform for growth. Imagine stepping into a bright, carefully merchandised shop that draws locals and tourists alike, with seasonal displays that invite slow browsing, and a curated stockroom that reflects years of supplier relationships and commercial knowledge.

This sale includes goodwill, inventory and equipment, making it genuinely ready for a new owner to take the reins. The flexible month to month occupancy provides adaptability, while the existing online sales channel offers clear upside through expanded listings and targeted marketing. Ideal for a hands on owner operator or a couple seeking a Peninsula lifestyle, this business combines stable foot traffic, trusted suppliers, and a reputation built over decades.

Key elements to note

* Retail trading 4 days per week - 10am - 5pm.

* Asking price $29,500 Plus Stock. ~ Stock to be negotiated as required. Avg stock b/w $90k - $110k.

* Long standing ownership since March 1991, established reputation

* Turnkey sale, includes goodwill, plant and equipment, and stock

* Flexible month to month occupancy for operational freedom.

* Existing online store, room to grow via merchandising and marketing

This is an invitation to own a beloved retail destination with immediate earnings potential and strategic upside. For the comprehensive Information Memorandum, please click the link, or email pauln@businessbrokersnetwrok.com.au to enquire further, arrange inspection, or request additional information.

Contact:

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Please note: Photos may not be of the actual business itself and may purely be for presentation purposes only.