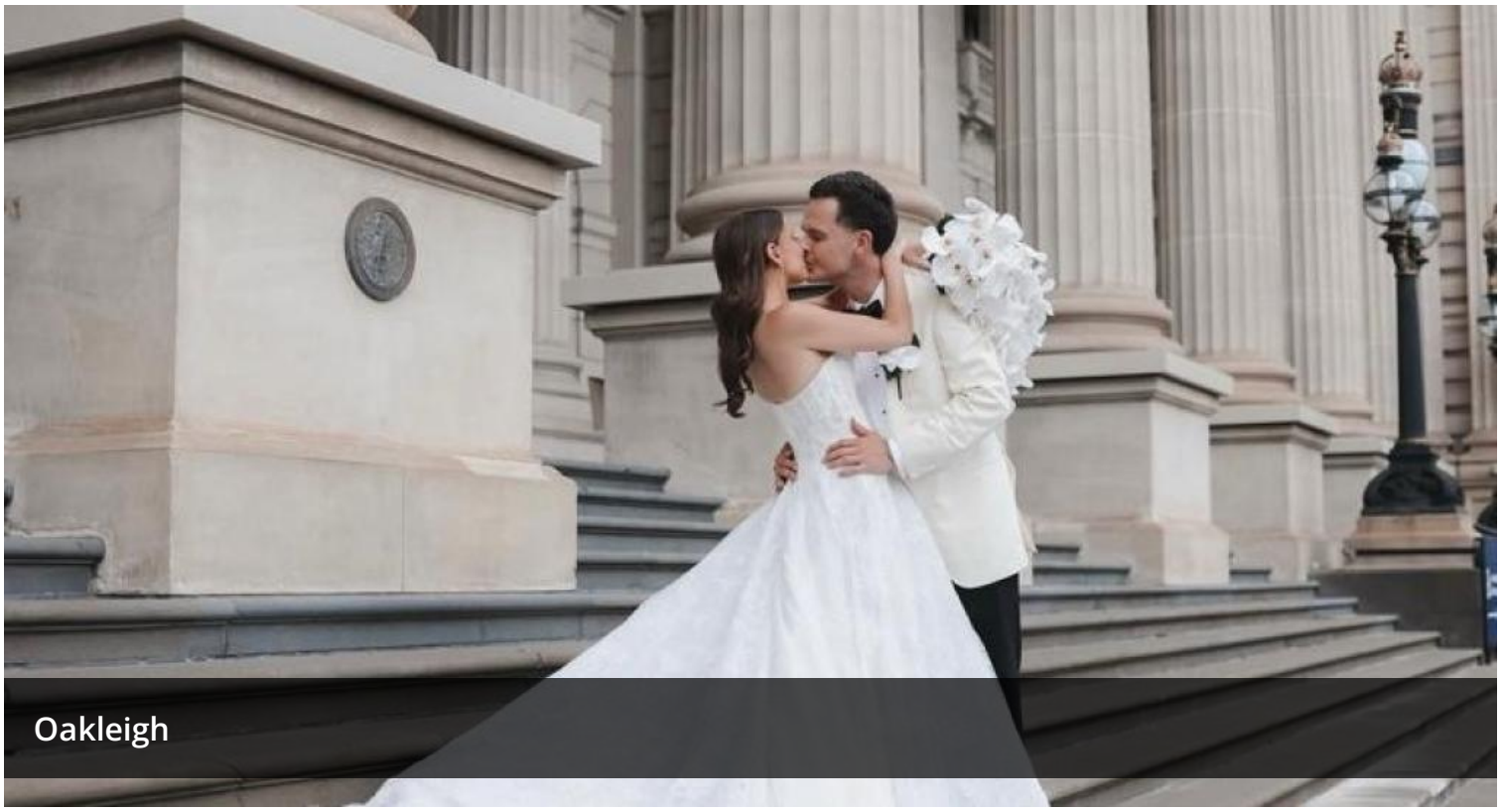








Oakleighs Iconic Florist Nursery Business for Sale SV1585

Price	$87,000 + SAV
Property Type	Business
Property ID	559

THE OPPORTUNITY

Rarely does a business with this depth of community roots come to market. Established in the 1940s and operating from the same Oakleigh location for over 80 years, this is one of Melbourne's most enduring retail florist and nursery businesses.The current owner has been part of this business for 25 years and has built something that goes well beyond a florist shop. This is a neighbourhood institution with loyal customers who have been coming here for generations, institutional accounts that have held for decades, and a reputation that no amount of advertising could manufacture.

WHAT IS INCLUDED

A full-service florist operation with Melbourne-wide same-day delivery through an active e-commerce store, a plant nursery drawing its own dedicated clientele, a wedding floristry arm with its own brand and Easy Weddings accreditation, long-standing corporate and institutional accounts including schools, churches and funeral referral networks.

GROWTH UPSIDE

Online sales expansion can be further enhanced as the clearest near-term revenue opportunity without adding meaningful overhead or staffing cost. The existing e-commerce infrastructure has been upgraded

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and allows for an expanded digital marketing effort. Corporate account expansion and extended trading hours are additional levers available to an active owner-operator, and space to start florist classes program that continuously will bring new customers through the door.

WHO SHOULD ENQUIRE

An experienced florist, horticulturalist or motivated entrepreneur who recognises the value of stepping into a business with 80 years of goodwill, a loyal customer base and a secure lease rather than starting from scratch.

The above information provided has been furnished to us by the vendor/s. We have not verified whether or not that information is accurate and do not have any belief in one way or the other in its accuracy. We do not accept any responsibility to any person for its accuracy and do no more than pass it on. All interested parties should make and rely upon their own inquiries in order to determine whether or not this information is in fact accurate.