







Established Baby & Maternity Boutique in the Heart of Geelong

Price	Contact Agent
Property Type	Business
Property ID	1123

Established Baby & Maternity Boutique in the Heart of Geelong

A rare opportunity to acquire one of Geelong's most recognized and trusted baby and maternity boutique. With over 30 years of trading history—and owned by the current vendor for the past 10 years—this business has built an exceptional reputation among expecting parents, new families, and gift buyers throughout the region.

Ideally positioned in the heart of Geelong between two major hospitals, the boutique enjoys high visibility, great foot traffic, and a steady stream of local families, visitors, and hospital staff. Its enduring commitment to personalised service, expert advice, and genuine care has fostered a deeply loyal, repeat customer base and a strong community presence.

The business offers carefully curated, premium range of maternity wear, newborn essentials, unique gifts, and specialized nursery products, delivering a boutique shopping experience that customers love.

What Makes This Business Special:

- **Proven Longevity:** Over 30 years of continuous trading history in the local community.
- **Prime Central Location:** High-exposure position situated right between two major hospitals.

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