



# STALLHOLDER INFORMATION PACK

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## Welcome to Evelyn's Place

Located in Mount Evelyn at the foothills of the Dandenong Ranges in Victoria, Evelyn's Place showcases the best of both local and boutique businesses from around Australia.

Our stallholders sell products made with love, and our customers enjoy that they can always find the perfect gift or essentials for their homes.

For a small monthly rental, you can hire a stall to showcase your products in our beautiful store and in our online marketplace, reaching an Australia wide audience.

I encourage you to read through the following information, and to contact me if you have any questions.

Warmest,



**Alison Evans**

# WELCOME

# WHY JOIN EVELYN'S PLACE?

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**We are not just a collective. We are a community of likeminded creators and entrepreneurs who love what we do.**

**Join us to experience the benefits:**

- A stringent acceptance policy – stallholders must align with our values – Made with Love and/or Makes a Difference
  - Less competition. Our product selection is carefully curated to ensure your business has minimal competition.
  - Affordable monthly commitment.
  - Access to our VIP Stallholders group to connect with likeminded businesses.
  - Volunteer in store to gain up to 100% off your monthly stall rental.
  - Join a store with a “good vibe” and space to breathe.
  - Free listing in our online marketplace, expanding your audience Australia Wide.
  - You're in charge – login to your Stallholder Portal to see real-time sales, income and control your inventory
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**Krystle Pricorp**

Koko Green

*There's a really strong sense of community at Evelyn's Place, with a wonderful variety of stall holders and a supportive customer base that continues to grow.*

**Kat Suter**

The Rafia Kat

*I love being a stall holder at Evelyn's place because of the friendly, creative community it invites. We support each other's businesses and passions so that we can all flourish together.*





## MEET THE OWNER OF EVELYN'S PLACE

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As well as being the owner of Evelyn's Place, I am a fellow stallholder and dreamer with an understanding of what it's like to be a small business owner.

### ***What do you mean you are a fellow stallholder?***

As well as proudly owning Evelyn's Place, I am also founder of The Essential Guide - a place to find information and support in low tox living and essential oils. It has always been my dream that The Essential Guide would have a home to call her own, and she has found it at Evelyn's Place.

### **More about me?**

I am loving my 40's and raising a young family in my beautiful hometown of Mount Evelyn. I've had every job under the sun, but no job has filled my bucket more than having my own business. This is why I love Evelyn's Place so much - it's an opportunity to support and gather the creative souls of small business and give our community a beautiful shop where they can support small and shop local.



*Alexis*  
EVELYN'S PLACE  
[www.evelynsplace.com.au](http://www.evelynsplace.com.au)



# BECOMING A STALLHOLDER

01

## Submit application

Submit your application online telling me about your business and your stall preferences.

02

## Await Feedback

I will assess your application and research your products to ensure they are a good fit with Evelyn's Place.

Successful applicants will receive an email with available stall options.

03

## Register as stallholder

To accept the stall offer, you will receive a link to review and submit the stallholder agreement and pay your first month's rent.

04

## Join the Family!

You will be sent my Welcome eBook with everything you need to know about joining Evelyn's Place, including information about our exclusive Stallholder Portal, and an invitation to our VIP Facebook group.

05

## Upload Products

Start entering your products ready for sale in store and online (optional). Once your products are approved they will be ready for sale!

06

## It all starts now....

From here you can login at any time to manage your stock, check your sales and income and manage your inventory



# STALLS AT EVELYNS PLACE

Like the layout of the store, the stall spaces at Evelyn's Place are generous, with room to move. Rental is by the month, making it a low-cost commitment for your business

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## Shelves

Each of our tall bays contains just 4 shelves, making each space accessible and spacious. The extra height of each shelf allows you to make use of risers and stands and allows more light into the space to better showcase your products. You may also hire multiple shelves (subject to availability). The tall bays are located around the perimeter of the store.

\$65

### Upper

Because we only have 4 shelves per bay, this makes the upper shelf low enough for customers to easily see products - especially with the use of stands and risers. Although customers can still easily reach the shelf, it is perfect for fragile products or those that want to discourage handling

\$95

### Eye Level

Eye level shelves means our customers are immediately presented with your products

\$85

### Middle

The shelf below Eye Level, the middle shelf makes it easy for customers to 'look into' your stall space. Perfect for small products with detail

\$55

### Lower

The lower shelf is perfect for items that can be 'flat layed' or where you want to encourage children to explore and interact with your products

# STALLS AT EVELYN'S PLACE

## Shelving Bays

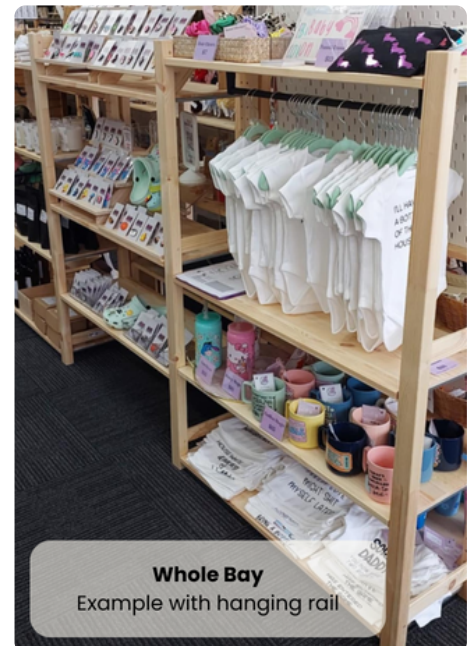
Looking for more flexibility and a larger presence in store? Introducing our new Shelving Bays! These bays are hired as a complete unit and offer more flexibility for you to showcase your products and personalise your space. You can change the heights of the shelves to best suit your products and can add accessories to your bay such as a hanging rail, or pegboards for optimum viewing and interaction (*note: The only restriction is that your display cannot be more than 10cm above the side rails.*)

Shelving Bays are 124cm High X 83cm Wide and 30cm Deep. The shelving bays run vertically through the centre of the store.

\$165

### Full Bay

Flexible enough to accommodate a wide range of products, the 30cm deep bays offer a lot of love for an affordable price. You can have as many or few shelves in your bay as you would like and can add things such as pegboards, hanging rails and extra signage - there are options galore!



# STALLS AT EVELYN'S PLACE

## Hanging Spaces

Many items can be displayed on a hanging rail in a shelf (or two) or bay, however, you may wish to hire one of our stand alone Clothing Racks located at the front of the store. These come with a shelf at the bottom for signage or additional products not suited for hanging.

**\$110**

### **Clothing Rack**

We have 3 clothing racks in store to showcase adults, children and baby clothing



In addition to your monthly rental, Evelyn's Place does also retain 10% of sales. This covers costs such as eftpos and Afterpay fees, retail bags and postage of online orders.

Your Stallholder Portal will always show you your sales and earnings after fees are accounted for.

Many stallholders choose to simply add this 10% to their usual retail price of products.



# NEXT STEPS

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Thank you for considering Evelyn's Place  
- I'd love to hear more about your  
business!

Apply online **HERE**

Once your application is received, I'll give  
you feedback within 5 business days  
(usually sooner)



*Thank you!*

EVELYN'S PLACE  
[www.evelynsplace.com.au](http://www.evelynsplace.com.au)