

Sleepy's is awake to Bundall's potential

by Travis Lye

A NATIONAL mattress franchise has bedded down in the Bundall business precinct after signing a lease for an Upton Street showroom.

The 450sq m premises is the second outlet on the Gold Coast for the 37-store Sleepy's the Mattress Experts franchise, with another at Homeworld Helensvale.

The franchisee, Wade Connell, signed a five-year lease for the retail-strip two-level premises, which has a 150sq m mezzanine and 50sq m warehouse area, with the balance taken up by showroom space.

The outlet, at 3/25 Upton Street, is in a showroom-warehouse complex that also houses an Elite Fitness centre and a furniture retailer.

It has two allocated customer parking spaces and shares offstreet parking.

Sleepy's franchise business manager Jenny Bertram said the business had operated at Bundall two years ago.

However that outlet was closed

by the franchisee due to other business interests.

Ms Bertram said Sleepy's had been looking for a suitable showroom in the precinct since the last store closed.

"It is a great precinct and suits the Sleepy's business model in that there is strong competition in the area with Harvey Norman and other bulky-goods retailers," she said.

Agent Steven Black, of Bayliss and Samra Commercial, negotiated the lease at an undisclosed rate.

Mr Black said that due to the shortage of available quality showroom space in the area it had taken a while for Sleepy's to gain another foothold in the precinct.

"It is considered to be one of the most sought after bulky goods precincts on the Gold Coast," he said.



Sleepy's Bundall outlet