

Shopping fine and Dandy

NEW PRECINCT ADDS TO AREA'S GROWING REPUTATION AS BARGAIN-HUNTING PARADISE

Melissa Townsend

DANDENONG is swiftly developing a reputation for being a bargain hunters' paradise, according to Dandenong Retail Traders' Association president Glenys Cooper.

And with the opening of the new precinct at Dandenong Plaza last week, which includes Daiso, Aldi Supermarket and Trade Secret, that reputation as an affordable shopping destination is only set to strengthen.

Ms Cooper said the new mini majors would entice more bargain hunters to the city but existing traders would have to adapt.

"Two years ago we weren't known as a bargain environment - the (Dandenong) Market was, but the Plaza wasn't," she said.

"That's undergone a big change, and part of it is this profile of now being seen more as a positive bargain shopping experience.

"I would hope that the traders who are in there can change their mix and pricing of products to ... adapt and accommodate the new bargain hunter customer."

One bargain hunter checking out the new shops and playground at Wednesday's launch was Dandenong's Indira Burekovic.

"You can get a real bargain, especially now with Trade Secret and the \$10



Indira Burekovic and her 14-month-old daughter Amelia test drive the new children's area.

Picture: EUGENE HYLAND

shop downstairs, and we'll be doing all our grocery shopping here now," Ms Burekovic said.

By 11am, most of the new stores were bustling with customers, and many of the nearby businesses welcomed the increased customer traffic.

Urban Safari owners Matthew John and Manish

Vyas, whose business is diagonally opposite Aldi, said Dandenong was definitely the place to go for a good deal.

"We have a shop in the west as well, and the prices we see there comparatively are quite a lot higher than in the south," Mr John said.

Good Housekeeping owner William Bu said re-

tailers had adapted their prices to the population.

"People have always been able to buy cheap food from Dandenong and for other stuff, our retailers try to make prices as low as we can to serve the people," he said.

"The economy around here is very tough these days and more and more people are buying online."

PRIZEBOX



WIN GIFT VOUCHERS

Bargain hunters will flock to Dandenong Plaza's new Trade Secret store in



search of a treasure trove of the latest big name fashion and homeware for up to 60 per cent off. Dandenong is the fifth store in Melbourne, and will employ more than 30 people. Trade Secret General Manager of Stores and Operations, Matthew Mackenzie said a team of buyers dealt directly with top brand fashion houses and suppliers to source fashion, homewares and accessories at a fraction of the normal price. To celebrate Trade Secret's Dandenong debut, we have three gift vouchers worth \$200, \$150 and \$50 to giveaway. Like us on [facebook.com/dandenong](https://www.facebook.com/dandenong) leader to learn how to enter.

PLAZA FEATURES

- **Cost:** \$34 million
- **Jobs:** 500 during construction, 50 ongoing
- **New stores:** Aldi Supermarket, JB Hi Fi Home Store, Trade Secret and Daiso
- **Other improvements:** new lifts and escalators, indoor playground, new seating area, cafe and three new specialty stores

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