

Feasibility Analysis

Evaluating for: Bar / Pub

**Russell St/Bourke St, Melbourne VIC
3000, Australia**



PROCEED WITH CAUTION

SECTION 01

Executive Summary

A quick bottom-line verdict so you know immediately whether this location is worth pursuing.

Executive Summary

Verdict

PROCEED WITH CAUTION

Overall Score

61.9 / 100

Key Justification

Proceed with caution based on a moderate overall score of 61.9, yet a financially viable status due to projected daily revenue of A\$3,600.

Business Archetype

This business falls into the HOSPITALITY & FOOD archetype due to its classification as a Bar / Pub. The operational focus is on peak-hour capacity, visual curb appeal, delivery platform integration, cross-promotions with foot-traffic anchors, and menu pricing psychology.

SECTION 02

Site Overview

The foundational details of the location including address, coordinates, and map reference.

Site Overview

Address

Russell St/Bourke St, Melbourne VIC 3000, Australia

Business Type

Bar / Pub

Coordinates

-37.81287, 144.96806

Google Maps

<https://www.google.com/maps?q=-37.8128697,144.9680561>

Report Date

June 9, 2026

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SECTION 03

Catchment Area & Demographics

An analysis of the population-generating anchors within a 1.5 km radius of the site.

Catchment Area & Demographics (1.5 km radius)

Schools / Universities

8

Transit Stops

6

Shopping Malls

6

Total Demand Generators

20

Geospatial Demographic Index

Total Population

33421

Total Households

16988

Avg Household Size

1.97

Revenue Potential Estimate

The revenue potential is approximately A\$3,600 per day (120 projected customers at A\$30 each), supported by secondary demand generators like nearby schools, transit stops, and malls enhancing foot traffic.

Nearby Traffic Generators

- 206 Bourke Street

- Swanston St/Bourke St
- ACAP University College - ACAP Melbourne
- Building 108 (The Tivoli) - RMIT University
- Russell St/Bourke St
- Bourke Street Mall/Swanston St
- Holmesglen Institute Bourke Street Campus

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SECTION 04

Competitor Analysis

A mapping of direct competitors within 3 km and an assessment of market saturation.

Competitor Analysis (3.0 km radius)

Direct Competitors Found
20

Average Competitor Rating
4.4 / 5.0

Saturation Pressure
96.8 / 100 — High

Market Gap Analysis

With a saturation score of 96.8 and average competitor ratings exceeding 4.5, the market demands a niche focus on unique beverage offerings and late-night specials to differentiate from established competitors.

Competitor	Rating	Reviews
Ballers Clubhouse	4.8 / 5.0	2720
Caretaker's Cottage	4.7 / 5.0	851
The George on Collins	4.7 / 5.0	4682

SECTION 05

Visibility & Street Conditions

Street-level evaluation of storefront visibility, pedestrian access, and parking.

Visibility & Street Conditions



The location has moderate visibility, situated at a key intersection with consistent foot traffic from surrounding educational institutions and commercial centers.

SECTION 06

Traffic Flow & Accessibility

How easily customers can reach this location by road and public transit.

Traffic Flow & Accessibility

Traffic / Access Score

8.3 / 10

Transit Stops within 1 km

6

- Public transit access available — benefits walk-in customers.

Day vs. Night Traffic Profile

The day-night traffic analysis indicates peak hours from 6 PM to 11 PM, aligning with the operational hours of nearby establishments like TANG - The Asian Food Emporium, which closes at 11:00 PM.

Parking vs. Walkability Strategy

With 6 transit stops within 1 km, this location has strong walkability and is well-integrated with Melbourne's public transit network, reducing dependence on car-centric access.

SECTION 07

Risk Factors

Topographical and environmental risks that could affect long-term viability.

Risk Factors

Elevation

17.3 m above sea level

Topographical Risk

Low — No Significant Risk

- No significant topographical risk signals detected from elevation data.

Business-Specific Structural Checklist

Non-negotiable utilities include standard commercial zoning in central Melbourne, strict ADA compliance, and adequate HVAC systems to accommodate peak-hour crowds.

SECTION 08

Conclusion & Next Steps

Final verdict, AI-generated narrative, and on-the-ground action items.

Conclusion & Next Steps

Operational Edge

Capitalize on the evening rush by optimizing seating layout for quick turnovers during peak hours, ensuring maximum revenue generation aligned to the Hospitality & Food archetype.

Go-To-Market Strategy

Implement peak-hour promotions, enhance online delivery presence through platforms like UberEats, and establish cross-promotional deals with nearby high-traffic businesses to capture evening crowd.

Action Items for Physical Visit

- Consult with the Melbourne City Council for commercial zoning verification.
- Engage a local HVAC contractor to evaluate and optimize ventilation systems.
- Install a vibrant, illuminated sign to capture attention during evening hours.
- Collaborate with local transit authorities to feature on nearby transit maps.
- Schedule a structural accessibility audit for ADA compliance readiness.

SECTION A

Appendix

Appendix: Nearby Complementary Businesses (1.5 km)

- Chemist Warehouse Melbourne Midtown Plaza
- TANG - The Asian Food Emporium
- Nana's Green Tea Melbourne
- Bloomwood
- Daiso Japan
- McDonald's Bourke & Russell
- Chemist Warehouse Melbourne Paramount Centre
- Harry's Convenience

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Location Intelligence Platform

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