

PRIDE 2011



The new Lynnway Mart is one of the region's largest indoor malls, with free parking and more than three-acres of rental space.

Lynnway Mart a wonderland for quality-minded bargain hunters

LYNN

The Lynnway Mart, located on the southern end of the Lynnway near Revere, is a maze of stores in two connecting buildings with a plethora of shopping options.

With everything under one roof, the self-described glorified flea market atmosphere makes the store a unique attraction in the world of retailing.

They call it "Stores Without Doors." The individual vendors contract with the Lynnway Mart to rent space for a weekly fee. Everything is provided, including all utilities, advertising and merchandise assistance.

It's attractive to consumers, because the low overhead allows vendors to sell their merchandise at very low prices. By having vendors buy direct from manufacturers and eliminating the middleman, vendors are able to sell first-quality merchandise at always-discount prices.

It works well for the businesses too, many of which are run by ambitious entrepreneurs. People who are getting

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started in business or who already have a small business can come to the Lynnway Mart, and for little risk, can test their products and services.

There is an endless variety of goods for sale, whereby the shopper can just about furnish an entire household with furniture and goods.

The Lynnway Mart is a unique site around these parts. The vendors set up both indoors and outdoors, a phenomenon the Lynnway Mart describes as the "best concept of flea markets." The availability of free parking also is uncommon at many flea markets.