

E-COMMERCE • OUTDOOR & CULINARY

# Branded DTC Gear Brand in Camping & Culinary Niches

Established branded eCommerce business with 50%+ margins, a large customer list, and strong recurring Q4 revenue in high-demand lifestyle categories.

ASKING PRICE

\$2,129,136

30x Monthly Multiple

\$1.9M

TTM REVENUE

\$851K

TTM PROFIT

45%

PROFIT MARGIN

43,000+

EMAIL SUBSCRIBERS

BUSINESS MODEL

DTC eCommerce

ESTABLISHED

2021

OWNER INVOLVEMENT

40 hrs/wk

TEAM SIZE

2 employees

CUSTOMER MARKET

US & Canada

TREND

Growing

## Investment Highlights

- 50%+ average profit margins with ad spend under 15% of revenue.
- 43,000+ subscriber email list generating consistent repeat revenue weekly.
- Strong Q4 seasonality with peak months generating 3–4x average monthly profit.
- Own-brand product catalog with 300+ SKUs across multiple lifestyle categories.
- In-house customization capability adds premium differentiation and margin uplift.

## Growth Opportunities

### Marketplace Expansion

Business has never sold on major marketplaces — a significant untapped channel.

### Product Line Growth

Expand SKUs, materials, and customization options to increase average order value.

### Influencer Marketing

Leverage lifestyle content creators to drive organic brand awareness and sales.

### Fulfillment Optimization

Transition to a 3PL to reduce operational complexity and enable easier scaling.

## Interested in Learning More?

Sign an NDA to access full financials, business details, and schedule a call with the seller.

Request Access →