

AMAZON FBA • PERSONAL SECURITY

Trademarked Personal Security Brand, UK-Based Amazon FBA

Established Amazon FBA business in the personal security niche with strong year-over-year growth, low owner involvement, and compliance approvals secured for European expansion.

ASKING PRICE

\$352,689

26x Monthly Multiple

\$739K TTM REVENUE	\$163K TTM PROFIT	22% PROFIT MARGIN	26% YOY REVENUE GROWTH
BUSINESS MODEL Amazon FBA	ESTABLISHED 2021	OWNER INVOLVEMENT 5–7 hrs/wk	
TEAM SIZE Owner-operated	CUSTOMER MARKET UK & Europe	TREND Growing	

Investment Highlights

- Two trademarked brands with Amazon Brand Registry protection in place
- Highly passive operation requiring only 5–7 hours per week from owner
- Strong 26% year-over-year revenue growth with consistent profitability
- Compliance approvals already secured for immediate European market expansion
- Diversified product catalog with 95 SKUs across multiple subcategories

Growth Opportunities

European Expansion

Compliance approvals secured; launch into major EU marketplaces immediately.

B2B Channel Development

Target bulk buyers including schools, care facilities, and security companies.

Off-Amazon Growth

Scale existing Shopify and secondary marketplace presence with minimal investment.

PPC Optimisation

Low current ad spend leaves significant room to scale revenue profitably.

Interested in Learning More?

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

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