

E-COMMERCE • OUTDOORS & SPORTS

14-Year Amazon FBA Brand in Personal Cooling Niche

Established, owner-operated Amazon FBA brand with strong organic reviews, zero ad spend, and significant upside from untapped paid advertising.

ASKING PRICE

\$384,891

35x Monthly Multiple

\$382K TTM REVENUE	\$132K TTM PROFIT	35% PROFIT MARGIN	3,800+ CUSTOMER REVIEWS
BUSINESS MODEL Amazon FBA	ESTABLISHED 2011	OWNER INVOLVEMENT ~1 hr/wk	
TEAM SIZE Owner only	CUSTOMER MARKET United States	TREND Seasonal Peak	

Investment Highlights

- 14-year operating history with strong brand recognition and customer loyalty.
- Zero PPC spend since 2020 — organic sales with immediate paid growth lever.
- 3 registered trademarks and Amazon Brand Registry providing brand protection.
- 4.5–4.6 star average ratings across leading SKUs with thousands of reviews.
- Ultra-lean operations — approximately 1 hour per week, no employees.

Growth Opportunities

- Launch Amazon PPC

No paid ads since 2020; immediate revenue upside from PPC activation.
- Listing Optimization

Add A+ content, infographics, and keywords to boost conversion rates.
- Channel Expansion

Expand to additional marketplaces and off-Amazon retail channels.
- DTC & Wholesale

Build direct-to-consumer site or pursue B2B wholesale and event sales.

Interested in Learning More?

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

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