

E-COMMERCE • AUTOMOTIVE

Amazon FBA Automotive LED Lighting Brand

Established private-label brand selling LED lighting products for automotive and outdoor use via Amazon FBA across North America.

ASKING PRICE

\$48,099

28x Monthly Multiple

\$432K

TTM REVENUE

\$31K

TTM PROFIT

7%

PROFIT MARGIN

75

ACTIVE SKUS

BUSINESS MODEL

Amazon FBA

ESTABLISHED

2020

OWNER INVOLVEMENT

10 hrs/wk

TEAM SIZE

2 people

CUSTOMER MARKET

North America

TREND

Stable

Investment Highlights

- Registered trademarks included across two established product brands.
- Lean operations with just 10 owner hours required per week.
- Amazon Brand Registry 2.0 enrolled with A+ content and optimized listings.
- Two reliable China-based suppliers with long-term contracts in place.
- Eligible for expansion into European and Australian Amazon marketplaces.

Growth Opportunities

Product Line Expansion

Launch complementary SKUs and bundles to increase average order value.

Ad Scale & Awareness

Invest in external traffic channels to grow organic ranking and brand reach.

Channel Diversification

Launch a DTC website or expand to additional marketplaces beyond Amazon US.

Geographic Expansion

Activate existing eligibility for European and Australian Amazon markets.

Interested in Learning More?

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

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