

E-COMMERCE • HOME & LIFESTYLE

Established Multi-Channel Brand with Diversified Product Catalog

10-year-old private-label eCommerce business selling 220+ SKUs across home, lifestyle, and equipment categories with presence on major marketplaces.

ASKING PRICE

\$359,972

40x Monthly Multiple

\$803K TTM REVENUE	\$127K TTM PROFIT	16% PROFIT MARGIN	220+ ACTIVE SKUS
BUSINESS MODEL Private Label FBM/FBA	ESTABLISHED 2014	OWNER INVOLVEMENT 40 hrs/wk	
TEAM SIZE 5 people	CUSTOMER MARKET US & Global	TREND Stable	

Investment Highlights

- 10+ year established brand with registered trademark and Brand Registry protection.
- Diversified across 4+ marketplaces reducing single-channel revenue dependency.
- 220+ SKUs across home, lifestyle, and equipment with strong review profiles.
- Domestic warehouse with established carrier contracts and repeatable supply chain.
- Transferable accounts including marketplace storefronts, SOPs, and creative assets.

Growth Opportunities

Wholesale Expansion Unlock B2B and wholesale distribution channels for incremental off-marketplace revenue.	FBA Optimization Shift eligible SKUs to FBA to improve conversion rates and reduce fulfillment overhead.
EU Market Entry Leverage existing brand assets to expand into European marketplaces and new customers.	Adjacent SKU Launch Extend into proven product families to grow revenue with lower product-market risk.

Interested in Learning More?

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

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