

E-COMMERCE • HOME & LIFESTYLE

Established Amazon FBA Brand in Home Organization

10-year-old brand with ~300 SKUs, thousands of reviews, and minimal owner involvement across multiple international marketplaces.

ASKING PRICE

\$800,000

27x Monthly Multiple

\$2.4M TTM REVENUE	\$346K TTM PROFIT	14% PROFIT MARGIN	~300 ACTIVE SKUS
BUSINESS MODEL Amazon FBA	ESTABLISHED 2015	OWNER INVOLVEMENT 2 hrs/wk	
TEAM SIZE Owner-run	CUSTOMER MARKET US, UK, CA+	TREND Stable	

Investment Highlights

- 10+ year operating history with deep review moat across catalog.
- Registered trademark and Amazon Brand Registry 2.0 enrolled.
- Ultra-low TACoS (~3%) signals significant untapped advertising upside.
- Diversified ~300 SKU catalog; top 5 SKUs under 21% revenue concentration.
- Highly passive — only 2 hours per week of owner involvement required.

Growth Opportunities

- Scale PPC Spend

Aggressive ad expansion from a very low base could meaningfully lift revenue.
- SKU Expansion

Launch complementary products leveraging existing supplier and brand infrastructure.
- International Growth

Optimize listings and inventory across additional established international marketplaces.
- Sponsored Brands Launch

Introduce Sponsored Brands and Display campaigns to capture incremental demand.

Interested in Learning More?

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

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