

E-COMMERCE • HOME & LIFESTYLE

Branded Amazon FBA Business in Home Fragrance Niche

Established brand with registered trademark, 2,000+ email subscribers, and a VA-managed operation requiring only 5–10 hours per week.

ASKING PRICE

\$62,636

27x Monthly Multiple

\$174K TTM REVENUE	\$19K TTM PROFIT	11% PROFIT MARGIN	2,000+ EMAIL SUBSCRIBERS
BUSINESS MODEL Amazon FBA	ESTABLISHED 2021	OWNER INVOLVEMENT 5–10 hrs/wk	
TEAM SIZE 1 VA	CUSTOMER MARKET US, CA, MX	TREND Seasonal	

Investment Highlights

- Registered trademark and Amazon Brand Registry providing strong IP protection.
- Hero product holds 1,000+ reviews with a 4.5-star average rating.
- VA-managed operations; new owner needs only 5–10 hours per week.
- Multi-channel presence across primary marketplace and direct eCommerce store.
- 2,000+ email list and repeat wholesale customers offer built-in retention.

Growth Opportunities

- International Expansion

Launch into European marketplaces to diversify revenue and grow internationally.
- Wholesale Channel

Scale recurring bulk orders; high-margin wholesale segment already generating revenue.
- Product Line Growth

Add color variants and bundles to increase average order value.
- Ad Optimization

Improve PPC efficiency and add off-platform ads to boost organic rankings.

Interested in Learning More?

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

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