

ECOMMERCE • CHILDREN'S TOYS

Premium Children's Toy Brand with Exclusive Import Rights

Established eCommerce brand selling premium European-sourced children's toys with exclusive regional distribution rights, strong organic rankings, and multiple untapped growth channels.

ASKING PRICE

\$73,930

20x Monthly Multiple

\$167K

TTM REVENUE

\$44.4K

TTM PROFIT

27%

PROFIT MARGIN

6,200

EMAIL CONTACTS

BUSINESS MODEL

Multi-Channel

FIRST MADE MONEY

2025

OWNER INVOLVEMENT

20 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

Australia & New Zealand

TREND

Growing

Investment Highlights

- ✓ Exclusive distribution rights across two key markets create strong competitive moat
- ✓ Registered trademarks and four exclusivity agreements with European suppliers
- ✓ Diversified revenue via direct-to-consumer and wholesale channels
- ✓ 6,000+ email contacts and established multi-channel marketing infrastructure
- ✓ Only 20 hours per week owner time with scalable Shopify-based operations

Growth Opportunities

Scale Paid Advertising

Increase ad spend during peak seasonal periods to capture holiday demand.

Expand Wholesale Accounts

Activate existing wholesale lead database to grow B2B revenue meaningfully.

Marketplace Expansion

Launch on major marketplaces to unlock new customer acquisition channels.

International Fulfilment

Optimise supply chain with container imports to reduce costs and scale globally.

Interested in Learning More?

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

Request Access →