

E-COMMERCE • PET CARE

Niche Pet Accessories Store with Strong Organic Traffic

Established WooCommerce store in an underserved pet niche. Fully outsourced fulfillment, 62% gross margins, and multiple untapped growth channels.

ASKING PRICE

\$95,596

32x Monthly Multiple

\$61.8K TTM REVENUE	\$35.8K TTM PROFIT	58% PROFIT MARGIN	3,000 EMAIL SUBSCRIBERS
BUSINESS MODEL Direct-to-Consumer	ESTABLISHED 2021	OWNER INVOLVEMENT 10 hrs/wk	
TEAM SIZE No employees	CUSTOMER MARKET France / Europe	TREND Stable	

Investment Highlights

- 62% gross margins with fully outsourced 3PL fulfillment — owner never touches inventory.
- 100% organic traffic; no paid ads spent, representing significant untapped growth upside.
- Two operational storefronts included: primary market plus nascent European expansion site.
- 3,000-subscriber email list with automated flows, segmentation, and active campaigns.
- Turnkey operation requiring ~10 hrs/week; no employees and stable supplier relationships.

Growth Opportunities

- Launch Paid Ads

Google Shopping and social ads have never been run — immediate acquisition upside available.
- Add Consumables

Introduce recurring consumable products to boost customer lifetime value and repeat purchases.
- European Expansion

Scale secondary multilingual storefront across underserved European pet niche markets.
- Subscription Model

Implement subscription offers on consumables to create predictable recurring revenue streams.

Interested in Learning More?

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

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