

E-COMMERCE • HEALTH & FITNESS

Amazon FBA Brand in Health & Fitness Niche

Established fitness brand operating across two high-growth Amazon marketplaces, supported by a supplementary DTC website with minimal marketing investment.

ASKING PRICE

\$50,924

24x Monthly Multiple

\$329K TTM REVENUE	\$27K TTM PROFIT	8% PROFIT MARGIN	2023 YEAR FOUNDED
BUSINESS MODEL Amazon FBA	ESTABLISHED 2023	OWNER INVOLVEMENT 15 hrs/wk	
TEAM SIZE 1 VA	CUSTOMER MARKET AU & Canada	TREND Stabilising	

Investment Highlights

- Focused operations across two fast-growing Amazon marketplaces globally.
- Registered trademark providing brand protection in key markets.
- VA handles day-to-day operations; minimal owner involvement required.
- DTC website generating revenue with little to no marketing spend.
- New products developed and ready to launch, offering immediate upside.

Growth Opportunities

DTC Channel Growth

Scale the existing website with paid social and improved conversion strategies.

New Product Launches

Multiple products already developed and ready for near-term release.

Off-Amazon Marketing

Minimal paid advertising off-Amazon; significant untapped audience potential.

Marketplace Expansion

Dormant marketplace accounts available for reactivation and revenue growth.

Interested in Learning More?

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

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