

E-COMMERCE • HOME & HOSPITALITY FURNITURE

Established Premium Casual Seating Brand, 15+ Years Trading

A profitable, systemised D2C and B2B eCommerce brand selling indoor and outdoor lifestyle furniture, backed by a registered trademark, 3PL fulfilment, and strong organic search visibility.

ASKING PRICE

\$953,442

42x Monthly Multiple

\$1.33M

TTM REVENUE

\$272K

TTM PROFIT

20%

PROFIT MARGIN

~19,400

EMAIL SUBSCRIBERS

BUSINESS MODEL

D2C & B2B eCommerce

FIRST MADE MONEY

2011

OWNER INVOLVEMENT

40 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

Australia (Primary) •
International Presence

TREND

Stable

Investment Highlights

- ✓ Profitable brand operating since 2011 with \$1.33M TTM revenue and ~20% net margins.
- ✓ Registered trademark and diversified domain portfolio support long-term brand defensibility.
- ✓ Organic search and direct/repeat customers together drive ~33% of annual revenue.
- ✓ Fully outsourced 3PL fulfilment in Australia; AI-assisted workflows keep operations lean.
- ✓ B2B channel (resorts, events, corporates) represents ~15% of sales — a built-in growth lever.

Growth Opportunities

International Expansion

Launch localised storefronts with targeted pricing and advertising for new global markets.

Reseller & Distributor Network

Appoint country-level partners to hold inventory and grow overseas sales efficiently.

Adjacent Product Categories

Add complementary product lines to increase average order value and customer reach.

Social & Video Marketing

Scale TikTok, YouTube, and user-generated content to unlock a largely untapped acquisition channel.

Interested in Learning More?

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

Request Access →