

E-COMMERCE • BEAUTY & GIFTS

Hands-Off Amazon FBA Brand in Beauty & Gifting

Established FBA brand across skincare and gift hampers, fully fulfilled by Amazon. Strong social proof, lean operations, and clear expansion runway make this a compelling hands-off acquisition.

ASKING PRICE

\$348,715

33x Monthly Multiple

\$506K

TTM REVENUE

\$127K

TTM PROFIT

25%

PROFIT MARGIN

<4

WEEKLY HOURS

BUSINESS MODEL

Amazon FBA

FIRST MADE MONEY

2024

OWNER INVOLVEMENT

4 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

United States

TREND

Growing

Investment Highlights

- ✓ Six-SKU portfolio with 4.5-star average ratings and hundreds of reviews
- ✓ Under four hours of weekly management required from the owner
- ✓ Registered US trademark and patent asset included in the sale
- ✓ Low 9.6% TACoS signals efficient, scalable advertising spend
- ✓ Proven multi-channel potential with early TikTok traction at near-zero ad cost

Growth Opportunities

Product Line Expansion

Add SKUs in skincare or gifting to leverage existing brand authority.

PPC Optimization

Improve ad efficiency and ROAS through creative testing and audience refinement.

New Marketplace Entry

Expand beyond current channels to Walmart, Etsy, or a branded storefront.

Social Commerce Growth

Scale TikTok Shop with paid campaigns to replicate early organic success.

Interested in Learning More?

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

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