

E-COMMERCE • BEAUTY & COSMETICS

Established Amazon FBA Wholesale Beauty Business UK & EU

Six-year-old cross-border wholesale operation selling branded cosmetics across UK and European Amazon marketplaces with VAT registrations in seven countries.

ASKING PRICE

\$80,044

20x Monthly Multiple

\$402K

TTM REVENUE

\$47.5K

TTM PROFIT

12%

PROFIT MARGIN

7

VAT REGISTRATIONS

BUSINESS MODEL

Amazon FBA Wholesale

ESTABLISHED

2019

OWNER INVOLVEMENT

20 hrs/wk

TEAM SIZE

Owner-operated

CUSTOMER MARKET

UK & Europe

TREND

Stable

Investment Highlights

- Six-year operating history with established supplier relationships across multiple wholesalers.
- VAT registered in seven UK and EU countries — rare and valuable infrastructure already in place.
- No paid advertising spend; organic sales only with zero TACoS.
- Diversified revenue across five Amazon marketplaces including UK, Germany, and France.
- Amazon Account Health Assurance status achieved in two key marketplaces.

Growth Opportunities

Hire VA Support

Add virtual assistants for sourcing and admin to scale without owner involvement.

Outsource Prep

Use a prep center to remove physical handling tasks and increase throughput.

Expand EU Volume

Increase shipment frequency into high-margin European marketplaces.

Broaden Sourcing

Add EU-based suppliers and new product categories to diversify inventory mix.

Interested in Learning More?

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

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