

E-COMMERCE • PET PRODUCTS

Passive Amazon FBA Brand in Growing Pet Niche

Registered brand with recurring consumable products, minimal owner involvement, and strong 41% year-over-year revenue growth.

ASKING PRICE

\$104,250

38x Monthly Multiple

\$136K TTM REVENUE	\$32K TTM PROFIT	23% PROFIT MARGIN	~1 hr/wk OWNER TIME
BUSINESS MODEL Amazon FBA	ESTABLISHED 2024	OWNER INVOLVEMENT 1 hr/wk	
TEAM SIZE Owner only	CUSTOMER MARKET US	TREND Growing	

Investment Highlights

- Registered trademark and Amazon Brand Registry included in sale.
- 41.6% year-over-year revenue growth with proven organic demand.
- Consumable add-on products create recurring purchase opportunities.
- ~5 months inventory on hand; established supplier relationship of 2+ years.
- Ultra-passive: only ~1 hour per week required to operate.

Growth Opportunities

- Launch PPC Ads

Minimal ad spend to date; PPC scaling offers significant untapped revenue upside.
- Expand Product Catalog

Add complementary pet products to increase average order value and revenue.
- Build DTC Website

Domain included; launch a direct-to-consumer site to diversify sales channels.
- Grow Secondary Channel

Underdeveloped marketplace presence offers quick wins with minimal effort.

Interested in Learning More?

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

Request Access →