

E-COMMERCE • AMAZON FBA

Niche Recreational Product Brand on Amazon FBA

Custom-branded physical product in a growing lifestyle niche. Strong margins, minimal owner time, and expansion potential across channels.

ASKING PRICE

\$291,738

32x Monthly Multiple

\$226K TTM REVENUE	\$103K TTM PROFIT	46% PROFIT MARGIN	~\$40K INVENTORY VALUE
BUSINESS MODEL Amazon FBA	ESTABLISHED 2025	OWNER INVOLVEMENT 5–10 hrs/wk	
TEAM SIZE No employees	CUSTOMER MARKET United States	TREND Growing	

Investment Highlights

- Custom-designed product with strong market validation and positive customer feedback.
- High gross margins (~46%) with lean, low-overhead fulfillment via Amazon FBA.
- Pending trademark and Amazon Brand Registry enrollment protect the brand.
- Two SKUs included; second variation provides immediate expansion opportunity.
- 60-day seller support covering suppliers, PPC, logistics, and full knowledge transfer.

Growth Opportunities

Channel Expansion

Launch on Shopify or additional marketplaces to diversify beyond Amazon.

PPC Optimization

Refine ad campaigns to improve ROAS and reduce cost per acquisition.

Product Line Growth

Introduce new variations to capture broader customer demand in the niche.

Community Marketing

Build brand awareness through niche communities and external social channels.

Interested in Learning More?

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

Request Access →