

E-COMMERCE • HOME DÉCOR & GIFTS

Established Private-Label Home Décor Brand on Amazon FBA

A 20+ year-old, trademarked private-label brand selling decorative and functional home goods across multiple channels, with 12+ years of uninterrupted marketplace selling and strong Q4-weighted demand.

ASKING PRICE

\$775,572

28x Monthly Multiple

\$1.37M

TTM REVENUE

\$332K

TTM PROFIT

24%

PROFIT MARGIN

456

ACTIVE SKUS

BUSINESS MODEL

Multi-Channel FBA

FIRST MADE MONEY

2013

OWNER INVOLVEMENT

20 hrs/week

TEAM SIZE

2 Employees

CUSTOMER MARKET

United States

TREND

Stable

Investment Highlights

- ✓ Two-decade-old trademarked brand with 12+ years of uninterrupted Amazon selling and zero suspensions.
- ✓ TTM revenue of \$1.37M at 20%+ net margins; asking price \$775K at a 28x monthly multiple.
- ✓ Enrolled in Amazon Account Health Assurance — rare, invitation-only protection against account deactivation.
- ✓ Broad 456-SKU catalog of original, in-house-designed products with all production molds owned outright.
- ✓ Owner spends only ~20 hrs/week; documented SOPs, lean team, and Amazon-handled customer service in place.

Growth Opportunities

International Expansion

Optimise existing UK-trademarked and NARF-enabled listings to capture Canada, UK, and EU demand.

Walmart & Alt. Channels

Scale Walmart Marketplace with advertising, Brand Portal, and Pro Seller status — currently untapped.

Social Commerce & DTC

Activate Shopify integrations, visual-platform social commerce, and Buy with Prime to grow direct sales.

PPC & Fulfilment Efficiency

Expand Sponsored Brands, launch DSP campaigns, and shift FBM volume to MCF to lift margins.

Interested in Learning More?

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

Request Access →