

E-COMMERCE • PERSONAL CARE

Branded Men's Grooming DTC Brand with Subscription Revenue

Shopify dropshipping brand in the men's grooming niche with a growing blade subscription program, registered trademark, and 40%+ repeat customer rate.

ASKING PRICE

\$133,386

28x Monthly Multiple

\$279K TTM REVENUE	\$57K TTM PROFIT	20% PROFIT MARGIN	305 ACTIVE SUBSCRIBERS
BUSINESS MODEL DTC Dropshipping	ESTABLISHED 2023	OWNER INVOLVEMENT 15 hrs/wk	
TEAM SIZE No employees	CUSTOMER MARKET French-Speaking	TREND Stable	

Investment Highlights

- Registered trademark provides brand protection and defensibility in key market.
- Growing blade subscription program with 305 active subscribers driving recurring revenue.
- Repeat customer rate of ~43% demonstrates strong product-market fit and loyalty.
- Fully outsourced fulfillment — owner not involved in picking, packing, or shipping.
- 12,000-subscriber email list with significant upside from improved automation and segmentation.

Growth Opportunities

- International Expansion

Scale beyond French market into English-speaking and European markets.
- Subscription Scaling

Grow recurring blade subscription base to increase predictable monthly revenue.
- Organic & SEO

Build SEO and social content to reduce reliance on paid acquisition.
- Product Line Expansion

Add complementary skincare or grooming products to increase average order value.

Interested in Learning More?

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

Request Access →