

E-COMMERCE • AMAZON FBA

Niche Amazon FBA Brand in Senior Wellness Market

Established brand serving the growing senior cognitive health market. Low-effort operation with diversified fulfillment infrastructure and strong seasonal revenue peaks.

ASKING PRICE

\$438,072

33x Monthly Multiple

\$861K TTM REVENUE	\$159K TTM PROFIT	18.5% PROFIT MARGIN	5 hrs/wk OWNER TIME
BUSINESS MODEL Amazon FBA	ESTABLISHED 2014	OWNER INVOLVEMENT 5 hrs/wk	
TEAM SIZE 1 VA	CUSTOMER MARKET US, CA, MX	TREND Seasonal	

Investment Highlights

- Operated since 2014 with a loyal customer base in a defensible niche.
- ~95% revenue via Amazon FBA; minimal owner involvement at 5 hrs/week.
- Registered trademark providing brand protection and marketplace credibility.
- Diversified fulfillment via 3PL and Amazon AWD for efficient inventory flow.
- Strong holiday seasonality with peak monthly revenue exceeding \$150K.

Growth Opportunities

- International Expansion

Launch in additional global marketplaces to access untapped senior demographics.
- Platform Diversification

Grow underutilized eCommerce channels currently under 5% of revenue.
- New Product Launches

Expand catalog in growing cognitive health and senior care market.
- Ad Optimization

Refine PPC strategy to improve margins and reduce current ad spend.

Interested in Learning More?

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

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