

E-COMMERCE • CULINARY & OUTDOORS

Top-Ranked Portable Food Storage Brand in Australia

Owner-operated Amazon FBA brand selling premium portable food-storage solutions in Australia, with a top-10 subcategory ranking, 35%+ margins, and significant untapped growth potential.

ASKING PRICE

\$97,994

26x Monthly Multiple

\$101K

TTM REVENUE

\$45.2K

TTM PROFIT

45%

PROFIT MARGIN

~3%

AMAZON TACOS

BUSINESS MODEL

Amazon FBA

FIRST MADE MONEY

2025

OWNER INVOLVEMENT

10 hrs/week

TEAM SIZE

Owner Operated

CUSTOMER MARKET

Australia

TREND

Growing

Investment Highlights

- ✓ Top-10 subcategory ranking on a major e-commerce marketplace with strong organic momentum.
- ✓ TTM revenue of \$101K and net profit of \$45.2K, at an asking price of \$97,994 (26x monthly multiple).
- ✓ Exceptionally lean operations requiring only ~5–10 hours per week from the owner.
- ✓ Registered trademark and brand registry enrollment providing meaningful competitive defensibility.
- ✓ Ultra-low advertising cost ratio (~3% TACoS) signals strong organic demand and efficient ad spend.

Growth Opportunities

Marketplace Expansion

Extend the brand into additional international e-commerce marketplaces beyond Australia.

New Product Launches

Introduce complementary accessories and product variations to broaden the catalogue.

Q4 Demand Capture

Scale inventory ahead of peak seasonal demand to maximise revenue opportunity.

Advertising Optimisation

Further refine PPC campaigns to accelerate growth and improve return on 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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