



Key Sales Channels: Amazon USA and Amazon Europe

Niche: Home & Security

Monetisation: Amazon FBA

SKUs: 10 (4 unique products)

\$883,284	12 Months	\$679,905
Annualised Revenue	Pricing Period	Value (excl Inventory)
\$219,324	3.1	\$148,000
Annual EBITDA (Adj)*	Multiple	Inventory
USD Basis * Adjusted for director's salary and non-operating expenses		

Intellectual Property:

- Trademark: USA, Europe, China
- Design Patents: USA and Europe
- Custom Molds
- Brand Registry
- NNN agreements with all manufacturers

Amazon Badges:

Products across the range have Amazon's Choice badges.

Assets Included in the Sale:

- Amazon Seller Central account
- Bran and constituent ASINs / products
- Domains and all site/content files
- Supplier Contracts/Relationships
- Trademarks
- Design copyright
- >300 strong email list
- YouTube channel

*Inventory of approximately \$148,000 is not included in the price

Work & Skills Required

The Sellers spend approximately 10 hours per week working on the business.

Seller Support

The Seller is willing to offer 60 days of email support and fortnightly calls to ensure a smooth transition.

Other Information

Domain Type: .de and .us

Platform: Amazon FBA

Reason for Sale

The Sellers would like to work on new unrelated projects.

Business Summary:

This business is more than just a brand; it's the embodiment of security infused with the art of camouflage. Drawing from the inspiration of everyday life, the brand has mastered the craft of delivering premium, and indeed, brilliantly innovative home security products.

Business Strengths:

- **Digital Assets:** Comprehensive sale package includes the Amazon Seller Central accounts, registered trademarks (inclusive of Amazon Brand Registry 2.0), design patents, design drawings etc, authoritative domain names, and a curated email list.
- **Consistent Growth:** The brand has carved its unique identity, reflected in the steady sales trajectory and the growing number of customers explicitly seeking our brand.
- **Efficient Logistics:** Inventory from China and Poland ensures the continuous flow of products, delivered promptly via rail and road to key Amazon Fulfilment Centres across Europe. Inventory for the USA is shipped by sea.

Operational Excellence: The business operates smoothly under the leadership of its founders who have also strategically partnered with specialized agencies on an as-needed basis, ensuring optimal operational efficiency without a standing workforce.

Stands Out Facts:

- **Exclusivity:** The uniqueness of the brand lies in its product designs, underpinned by exclusive production patents and bespoke moulds.
- **Community Leadership:** The brand has evolved into a community with over 300 brand advocates and >60 highly-engaged ambassadors. *The brand has established relationships with several key influencers who are ready to work on social media campaigns. These relationships will transfer to a new owner.*
- **Digital Mastery:** Robust automated email marketing funnels have been established, offering product support, enriching content, and engaging post-purchase interactions.
- **Future Vision:** A promising product pipeline, indicative of the brand's forward-thinking approach.

Key Metrics

Sales Channels

E-commerce sales are on Amazon in the USA, Canada, Germany, France, Italy, Spain, Netherlands, Belgium, Turkey and Sweden.

Annualised Revenue - \$883,284

Annualised EBITDA (Adj): \$219,324

4+ years in business (started as a sole trader)

YoY Growth: 79%

AOV: \$64.31

Strategic Operations & Commercial Excellence

Simple Processes

The business is streamlined, with documented processes which are simple and efficient to run, and which will be made available to the buyer

Supplier Relationships

The business has developed an exceptional working relationship with the suppliers in Poland and China. The friendly relationship with Polish suppliers, which is strengthened by face-to-face interactions, and the regular and clear communication with Chinese partners have created an alliance that works well for all parties. There are many clear benefits to this relationship:

- >90% on-time production
- Defect resolution: supplier reimburses any rare defective units
- Favourable payment terms
- Fast product development timelines

Moreover, The business has iron-clad NNN agreements in place with each supplier. These relationships are strengthening all the time, as The business scales the relationship and develops more custom products.

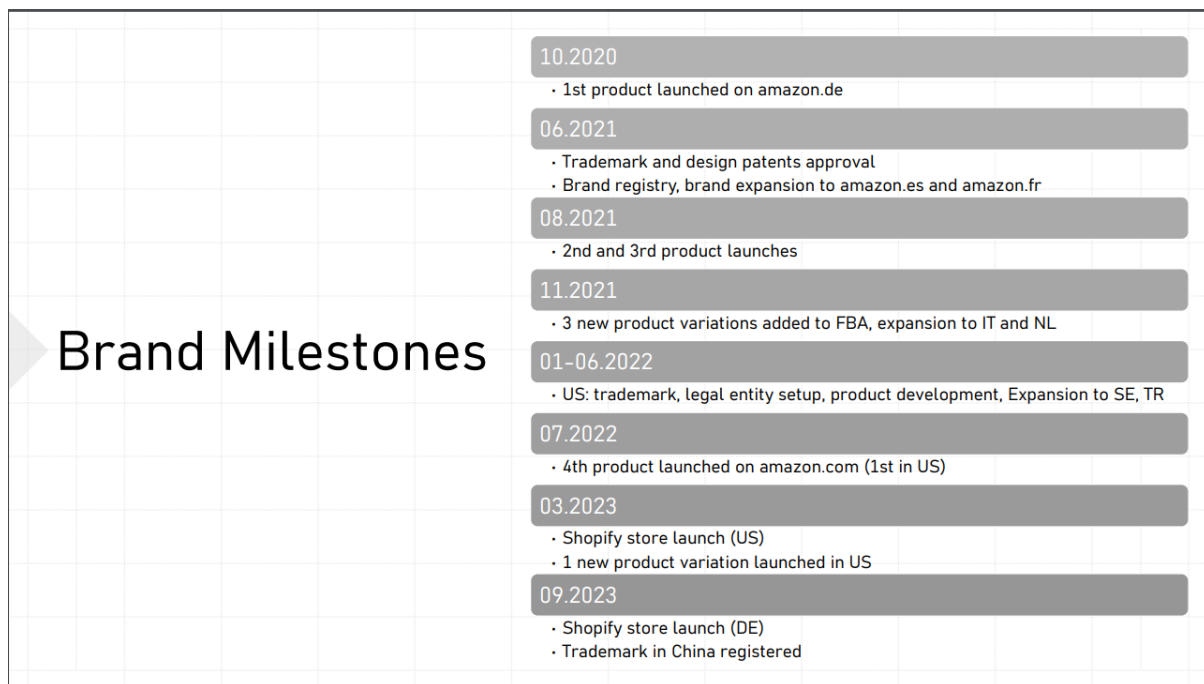
Fulfilment Model

Inventory is shipped to Amazon FCs in Germany and the USA. Amazon has moved to a 'just in time' inventory model, and inventory management has leveraged this to great effect. In particular, the geographical advantage of the Polish supplier works very well for getting stock into Amazon FCs in Germany.

Low Risk Amazon Account

- No aggressive review-building or black hat tactics have ever been used
- Due to the account being in such good standing, Amazon would treat it favourably if an issue did arise under new management

The business – Key Milestones



Key Strategic Advantages

Track Record

The business is a well-established, stable, high-growth, profit-making engine that has supplied revenue and profits for over three years. The business's success has been driven by a first-to-market, IP protected, innovative, eye-catching product approach.

- Multiple top ranked listings on high-volume keywords
- Patent protection
- Strong reviews creating a moat around key listings
- Small number of SKUs

Competitive Landscape

The business dominates the market ahead of competitors on Amazon. This is mostly due to superior patent-protected products. Competitor products have fewer features, no brand

registry and no brand identity. *The business is gaining reviews 100% faster and will soon overtake their review count*

The business's Advantage

The business's products are customisable, unique and patent protected. The business's brand identity, SEO and visuals are strong.

The business's product quality speaks for itself in the review ratings and review velocity.

Viral Potential

The business's products have been picked up (organically!) by influencers at various points throughout the life of the brand. Most notably by Mik Zenon, with the video gaining millions of views.

Growth Opportunities

Immediate growth opportunities include adding new complementary products (that can be sourced from the existing suppliers) and expanding to additional markets and channels (e.g. UK, Middle East, Australia and Japan).

It is worth highlighting South Africa has a key expansion opportunity. Amazon is launching in South Africa imminently. Security and safety are paramount in South Africa where it is common to have advanced security systems installed in the home. The business's products will find the perfect product-market fit in South Africa.

The business's own D2C website (on the Shopify platform) is primed and ready for immediate growth in the USA and Germany.

Moreover, given the 'genius' nature of the products and their potential to go viral, strengthening relationships with influencers and launching the brand on TikTok Shop represents an enormous opportunity.

New products

The founders have several product ideas that can quickly be taken to market. In particular, specialist variations for the US market.

Indeed, the team is already working on developing these products and can work with you to launch them and make them a success

New Channels

USA: eBay, Walmart, retail

Europe: CDiscount, Kaufland, retail

Opportunities Summary

- Launching new products (several already developed by the owners)
- Launch in international Amazon marketplaces (e.g. UK, South Africa, Mexico, Middle East, Australia, Japan)
 - Significant product development prep has been undertaken
- Grow the brand's own D2C website
- Strengthen ties and partnerships with influencers
- Launch on TikTok Shop
- Launch into physical retail stores