Profile number
110267

Profitable D2C e-commerce shop in the pet supplies market – German market I approx. €600,000 revenue I approx. €180,000–200,000 profit

Located in
Belgium

Personal data

Sector
Retail non-food

Type of company
Webshop

Legal entity:
Sole Proprietorship

Type of transaction
Assets / liabilities

Life phase enterprise
Growing

Employees in FTE
< 5

Type of buyer:
- Strategic acquisition
- Investor

Financial information

Turnover last financial year
€ 500.000 - € 1.000.000

Asking price
€ 500.000 - € 1.000.000

Earnings before taxes
€ 100.000 - € 250.000

Company history/background

The company was founded with the goal of serving the German market with high-quality and innovative pet supplies through its own online shop. From the outset, the focus was on a direct-to-consumer (D2C) model with direct manufacturer relationships, streamlined processes, and performance-oriented online marketing.

In its first full fiscal year, the company achieved annual sales of approximately €600,000 and an adjusted net profit of approximately €180,000–€200,000. The company has been consistently profitable since then,

maintaining stable margins and controlled advertising costs.

The sale is not due to financial reasons, but rather because the owner wishes to focus on new entrepreneurial ventures.

The company's main activity is the online sale of pet supplies through its own webshop.

Ongoing tasks:

Daily (approx. 1–2 hours):

Monitoring and optimizing Google Ads campaigns

Handling customer inquiries

Monitoring order processing

Weekly (approx. 2–3 hours):

Analyzing sales, advertising costs, and margins

Optimizing offers and campaigns

Communicating with the manufacturer

Monthly:

Performance reporting

Sales and profit analysis

Planning scaling measures

The total workload currently amounts to approximately 6–10 hours per week.

The processes are structured and documented; the business is not heavily dependent on the owner.
Feedback geben

Unique selling points

Profitable D2C e-commerce shop in the German market

Annual revenue approx. €600,000 with €180,000–€200,000 profit

Direct manufacturer relationship (no intermediaries)

Strong domain and clear market positioning

Scalable performance marketing (Google Ads)

Low operational complexity

Manageable time commitment

Clear handover and documentation structure

Other

The company offers significant growth potential, including:

Scaling of existing Google Ads campaigns

Expansion of SEO, email marketing, and retargeting

Expansion of the product portfolio

Entry into further EU markets (e.g., Austria, Switzerland)

Utilization of additional sales channels

We are seeking an entrepreneur, investor, or strategic buyer who wants to acquire and further develop a profitable, already functioning business model.

The current owner offers a structured handover, including 2–3 months of support to ensure a smooth transition.