Established UK natural dog-supplement and chew brand for sale

PROJECT ANTLER

Amazon UK-led, trademarked, nine years of listing history, profitable and run on under ten hours a week

£466k
Net revenue, 12 months to Aug 2026

65%
Gross margin on net sales

6,700+
Verified Amazon reviews; hero listings 4.2-4.6 stars

#1 / #74
Category ranks: Dog Herbal Supplements / Hip & Joint Care

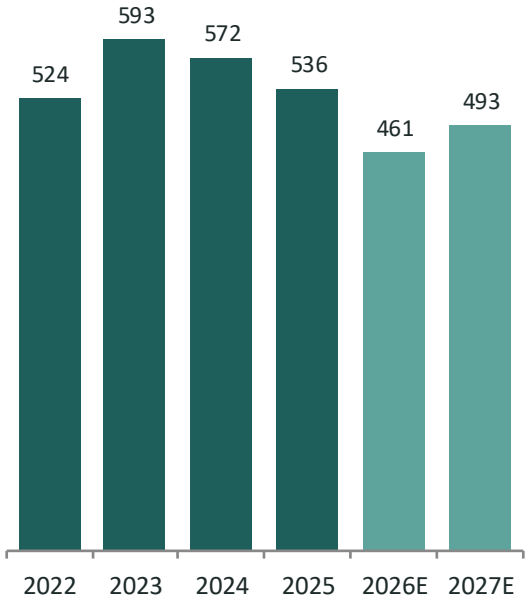
2017
Trading on Amazon UK since

<10 hrs
Owner time per week; no employees; FBA for every order

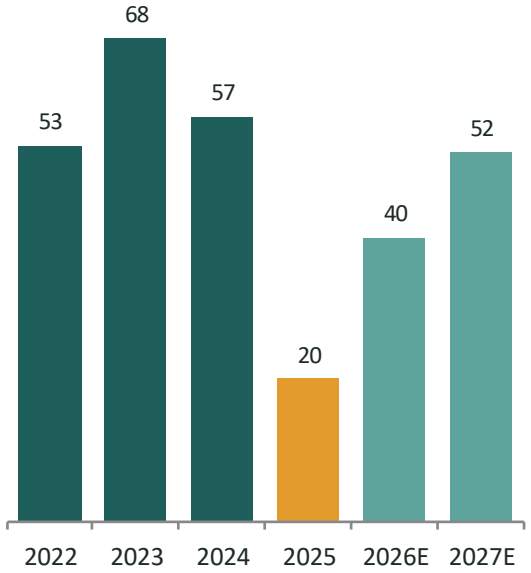
Investment highlights

- Ranked and reviewed Amazon listing base that a new entrant cannot buy: core ASINs nine years old, 700-1,900 reviews on each hero listing, "400+ bought in past month" badges
- Consumable, repeat-purchase range: joint, skin & coat, calming and digestive supplements plus naturally shed antler chews; Soil Association certified organic turmeric
- Attractive unit economics: 65% gross margin; contribution after all Amazon fees and advertising of 12-14% of sales
- Reset to profit in 2026: Jun-Aug 2026 revenue within 3% of prior year on 50% less advertising; contribution up £19k year on year
- Asset-light: FBA fulfils every order; website and eBay via Multi-Channel Fulfilment; no premises, no staff, no debt
- Dormant growth levers: seller account already registered on 8 EU marketplaces; Subscribe & Save; wholesale; soft-chew range in stock

Net revenue, £k



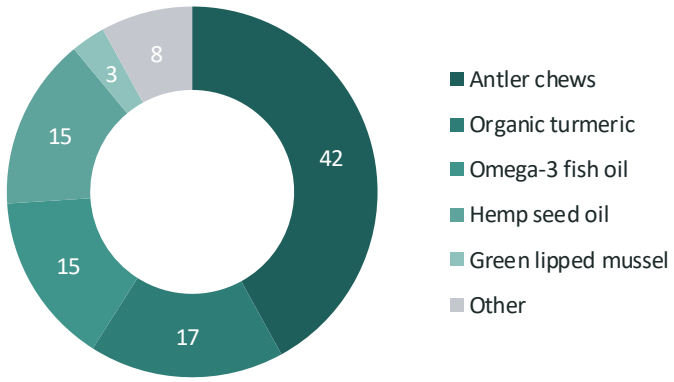
Adjusted SDE, £k (2025: investment year)



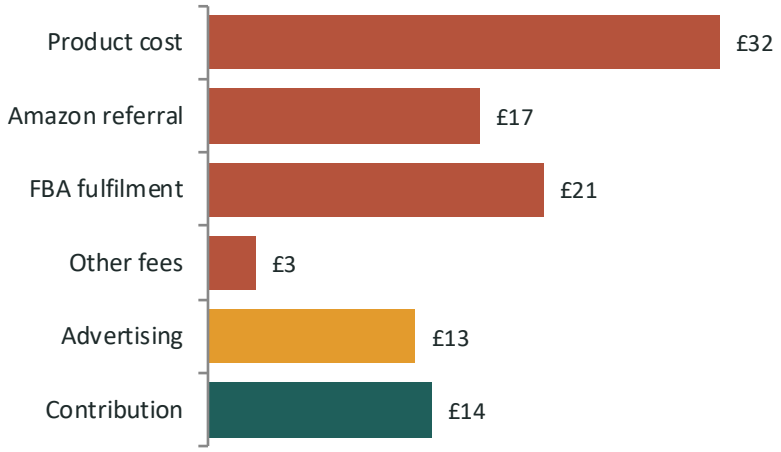
The range, the economics and the opportunity

Four product families, one pool of FBA stock, and growth levers that use assets the business already owns

Revenue mix by product family, %



Where each £100 of Amazon sales goes (Jun-Aug 2026)



£k	2023	2024	2025	2026E	2027E
Revenue	593	572	536	461	493
Gross margin	66%	65%	65%	67%	68%
Contribution after ads	79	67	5	51	63
Adjusted SDE*	**68**	**57**	**20**	**40**	**52**

* Contribution after advertising less normalised overheads; no owner salary. 2025 includes £26.5k add-back of identified launch and D2C test spend. 2026E = 8 months actual + seasonal forecast; 2027E base case, no new channels. Net of VAT; management accounts.

EU marketplaces

Account live on DE, FR, IT, ES, NL, SE, PL, TR; not yet selling

Subscription

Subscribe & Save and Shopify subscriptions enabled; 4 years of D2C customer data

Wholesale & TikTok

Faire account, retail-ready packaging, video assets

Price review

Hero ranges not repriced since 2024

Soft chews

Four listings live, formulations owned, stock to mid-2027

The transaction. Sale of 100% (share or asset sale) of a UK limited company: Amazon seller account, trademark, listings, Shopify and eBay stores, supplier relationships, formulations and stock. Cash-free, debt-free; stock at cost. Handover support provided. Offers invited. Completion Q1 2027. *Contact: Lex van der Does de Willebois, lex@goprospero.co . NDA required for the information memorandum, management presentation and Seller Central data.*