

Fishing Tackle Brand Business for Sale Auckland (relocatable)



High-margin, eco-certified fishing tackle brand with strong retail base and scalable international expansion strategy.

This business designs and supplies premium fishing tackle under a brand that stands out for its sustainability focus, community engagement, and growing retail presence. With partnerships already established in New Zealand and expansion underway in Australia, it offers a proven foundation in a multibillion-dollar industry. Operating on a B2B wholesale model with the flexibility to sell direct, the business achieves high margins and repeat orders while maintaining low overheads. Included are registered IPs, domains, a functional wholesale website, strong social media channels, and stock on hand. Buyers will benefit from support with next-generation products and a clear roadmap for growth.

An ideal opportunity for someone passionate about fishing who wants to keep building and developing a brand with true global potential.

Business Resources

The business runs on a lean, scalable model with outsourced manufacturing, sustainable supply partners, and reliable logistics. Sales are driven through retail networks, marketing assets, and brand ambassadors, supported by cloud-based accounting, CRM, and e-commerce systems. Minimal premises are required beyond a small office/warehouse setup, ensuring low overheads. Buyers will receive full assistance, including supplier introductions, marketing support, and transition planning, making this a turnkey opportunity ready for continued growth.

Location: **New Zealand**

Asking: **\$150,000**
+SAV, Negotiable

Turnover: **\$100,000**

Type: **Relocatable**
eCommerce /
Wholesale/Distribution

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