

# Online pet Business for Sale Wanaka



## For Sale

Location: **Otago**  
Asking: **\$50,000**  
**+\$50,000 stock**  
Turnover: **\$60,000**  
Type: **Retail Other / Home Based**

### Pet lovers work from home opportunity- profitable eCommerce online pet business ready to be scaled

**A thriving, profitable eCommerce business that delivers high-quality pet products to animal lovers across New Zealand (with some customers in Australia).** With four strong years in the market, the business has established proven demand and solid sales. More recently work has been focused on increasing profitability — with now offers an impressive **70% gross profit** and **53% net profit**. The current owner has bandwidth constraints, and is unable to actively scale and realise the growth that this business is now well-positioned for.

Built on trust and strong brand appeal, this pet brand has become a **recognised name in New Zealand's online pet space**. Specialising in premium dog wear and accessories that combine functional performance with modern, design-led aesthetics — these products are unique and not found in mainstream pet stores.

Operating through Shopify, the business is intentionally designed for **low overheads, high flexibility, and easy day-to-day management**, with systems in place for fulfilment, inventory control, and marketing. There is also the option to extend the brand offline through premium markets and events — the sale includes a “Market-ready” Kit (dog mannequins, wooden racks, and more).

This is a **turnkey opportunity** ideal for someone passionate about animals, sales, marketing, or eCommerce who is seeking flexible, rewarding work. The company is profitable, scalable, and primed for expansion through new product lines and deeper market penetration.

Currently owned and operated by a single individual working approximately **10 hours per week**, the business offers freedom, established momentum, and significant room to grow.

#### Sale includes:

Shopify eCommerce website and domains

Customer database of ~2,200 engaged pet owners

Social media accounts and domains

Four years of brand equityMarket/event kit (dog mannequins, wooden racks etc)

Full training and handover

Price: \$50,000 + stock of approximately \$50,000

#### Business Resources

Flexible to run part-time or full-time - the current owner commits around 10 hours per week.

The business infrastructure is deliberately lean, scalable, and easy for a new owner to learn and manage.

### Contact:

Owner  
0275210534  
Business hours

[nzbizbuysell.co.nz/131699](https://nzbizbuysell.co.nz/131699)



E-commerce platform on Shopify is fully set up with operational sales from day 1.

Relationships with suppliers set up and ready to hand over.

Store products at home (a single garage worth of space, 20m2) or at storage unit

Xero used for invoicing, expense management, bank reconciliation, and financial reporting.

CRM database emailing currently run through Klaviyo

Social media accounts all running with opportunity for growth