



Well-established Online Contact Lens Retailer

A long-established, family-run e-commerce business selling leading contact lens brands alongside higher-margin house labels. Built on fast fulfilment and great service, the operation is lean, systemised and fully relocatable anywhere in New Zealand (with courier access + internet).

Highlights

- FY25 revenue ~\$2.0m - cash surplus to one working owner ~\$445k
- Simple to run - robust SOPs; day-to-day easily handled by just one person
- Repeat order disposable products - customers typically re-order every 2-6 months with no effort or cost needed
- Compelling service promise - rapid dispatch and high on-time delivery
- Fully trademarked exclusive product lines - margin-rich & scalable
- Low-overhead footprint - suitable for home or small commercial space
- Fully developed IP ecosystem - brands, platforms, and innovations enhancing enterprise value
- Clear growth runway - expand own-brand SKUs and reinstate performance marketing

Price **SOLD**

Ref **3907**

Agent Details

Jayne Lusk - 021 165 5872

Office Details

Barker Business Brokerage
0064 9 448 1285



An exciting opportunity for an owner-operator or a bolt-on to an optical/retail group seeking scalable online revenue.

Asking Price: \$1,100,000 including stock.

If you are interested and would like more information about this business, please visit the Barker Business Brokerage website, search reference number 3907 and submit the online Confidentiality Agreement. Once Jayne receives your expression of interest she will be in touch regarding further information about this opportunity.

*Source of information - Supplied by the Business Owner.

Licensed REAA 2008. Copyright Barker Business Brokerage Ltd 2025.