



SEAWIND

1160 RESORT

Business Model Example





SEAWIND
CATAMARANS

CHARTERS	Average Pax	Per Person	Total
Per Day Trip	30	\$75	\$2,250
Per Group Booking			\$1,900

REVENUE	Charters	Per Charter	Total
Day Trip	100	\$2,250	\$225,000
Group Booking	10	\$1,900	\$19,000
Subtotal	110		\$244,000

LESS RUNNING EXPENSES	Per Charter	Total
Crew (Detailing / Turnarounds)	\$50	\$5,000
Skipper*	\$150	\$15,000
Fuel / Gas	\$40	\$4,000
Food & Beverages	\$240	\$24,000
Booking Agent Fee (20%)		\$45,000
Subtotal		\$93,000

* higher profits available for owner operators

BOAT PURCHASE	
1160 Resort Base Boat	\$299,000
Charter Options	\$22,277
Launch Commissioning and Delivery to Phuket	\$27,000
Thai VAT (7%)	\$22,489
Total Purchase Price	\$370,766

LESS HOLDING EXPENSES	Total
Marina Berth (\$547 per month less 20% discount if paid annually)	\$8,205
Insurance (charter)	\$9,000
Slipping & Antifouling	\$3,100
Engine Servicing	\$1,200
General Maintenance / Servicing	\$4,000
Subtotal	\$25,505

\$106,495
Profit Per Annum



NET VALUE INCREASE

