

A Business Plan:

## **World Class "Classic" Super Yacht Charter Business:**

**\$4.0 Million per year perceived profits** (anticipated)

**\$30 Million perceived value** in two years ( please see world class super yacht charter business equity comps. in this plan)

**20% perceived return on initial investment** ( please see perceived return on investment at end of this plan)

### **Abstract:**

Funding will be used to locate and purchase a very good condition sea going vessel: an older large personal yacht or an older small, mini commercial cruise ship with potential to be converted and restored to a "vintage" super yacht, \$ 4M. budget.

This vessel will be transported to dry-dock for approximately 1-1.5 years restoration refit and remodel, \$6M. budget.

After completed restoration into "vintage" super yacht the yacht will be aggressively chartered internationally: Mediterranean in summers and Caribbean in winters. Yacht Charter of this caliber are substantial in price ( international market) and will generate adequate cash flow to provide successful initial loan interest payments. As soon as possible, 2 years anticipated, restored Super yacht will then be appraised by a internationally reputable and certified Yacht appraisers: Lloyd's register of London or equal.

This reconstructed Mega yacht value will exceed 222% new value to new value, ( see comparables section in this plan).

Super Yachts of this caliber sell and are valued at substantial prices!

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## Services:

This is a **"World class" classic styled "Gentleman's" Super Yacht:** Superbly appointed, with modern luxury upgrades, available for charter, per week or more: 60m (182 ft.) to 80m (243 Ft) in length.

Fully crewed by the finest: professional, friendly, internationally impeccably mannered, life exuberant crew, at the **"Ultra Wealthy"** Clients beckoning call.....

Old World luxury and ambience that seems to be lost in our new world, tasteful detail....., superb attention to service and atmosphere, in a "classic" vintage "Gentleman's" Super Yacht environment.

A "classic" **5 Star**, old world resort with changing "world's best" locations (views) and new remarkable adventures each day!

Luxury, uncompromised service, and undistracted guest attention! In amazing locations.....

12-16 Guests..... treated as if they were the only concern of the attendants, because they are!

Customized to customers personal specifications and wishes. The client coordinating with the Captain can create their custom personal itinerary. They can go and stay as they wish! And do what they want! On there own schedule!

There is no better way to experience an unsurpassed taste of freedom, elegance, and old world style than on a luxury classic yacht. A private luxury sanctuary with a unsurpassed professional crew attending to only "The Clients", no distractions, no "paparazzi", no fawning media and no fans to bother the rich and famous (people in the world media scene).

Celebrities, "the rich and famous" and people in the media need privacy away from bothersome: regular folks,..... a private luxury super yacht with a top lever, fun, professional crew, in great locations is one of the ultimate escapes!

**Exquisite** world's finest cuisine made to clients specific tastes by international credentialed chef and assistant(s).

Clients decide on each days activities:..... relax in shady cockpit or hammock, sunbathe, read a good book and be left alone!, swim and snorkel, get to know family and friends again, scuba dive, give a try at wind surfing..... Or perhaps go ashore and explore: little villages, world class white powder beaches and clear aqua waters, local markets or ports of call. Dine at local interesting restaurants for a taste of the culture, or enjoy local night life! Life can be a fabulous "life exuberating" adventure! ....Or rest and escape the demands of client's reality world?

### **Charter Super Yacht: world's best destinations: Mediterranean in summer (6 Mo. High Season ) :**



Corsica is a large French Mediterranean island between the French Riviera and Sardinia and is an excellent destination for any yachting holiday. It is very accessible by boat from the French mainland (a day's sail or 3-4 hours by motor yacht) or easily reachable as well by ferry or plane if you plan to start your charter there. ( photo is example only, destination.)

**Corsica offers Mediterranean blue waters, wild, mountainous scenery, dramatic rocks and cliffs, and excellent ports and yachting destinations.** Add an historic combination of French and Italian culture to all this and you'll see why Corsica is such an outstanding charter destination.



Sardinia is well known as one of the key playgrounds in the Mediterranean for the Rich and Famous, but you can also find an ancient Sardinia, home to shepherds and medieval churches.

Sardinia's **Costa Smeralda** offers some of the best anchorages in the Mediterranean, and Porto Cervo is the place to head to mingle with the rich and famous during the summer months. To the south, the **Costa Verde** stretches out with a wild expanse of vast golden beaches. There are also many impressive rock formations called nuraghi, hewn from the limestone rock by the first settlers.



After the Olympic Games in 1992, the city of **Barcelona** has transformed itself into one of the most dynamic and trendy cities in the world. All year round the city sizzles, and there is something for everyone: never ending nightlife, culture, breathtaking architecture, super stylish restaurants great shopping...



Cassis is a beautiful old fishing town near Marseille surrounded by stunning cliffs and rock formations. A visit is well worth it, for a relaxing lunch in the port, a hike in the hills, or a side trip to sample the best white wines in the area.



The tourist Mecca of Ibiza offers a bit of everything - sun, sea, sand, clubbing... and some gorgeous boating. While the Ibiza night life is legendary, you will find deserted beaches, beautiful cliffs, quiet anchorages and just about anything else you could want on a yachting holiday.



( photo is example only, destination.)



A part of Dalmatia, the coast of Croatia along the Adriatic Sea includes so many islands, islets, cliffs and reefs that it is known as the land of a "Thousand Islands". Croatia yacht charter is acclaimed to be one of the the best luxury yacht charter holiday cruising grounds in the Mediterranean. The lovely warm days, clear blue skies and distinct vegetation, makes Croatia feel very much a part of Mediterranean.



Greek Islands

Italy, France, [Greece](#), Spain, Croatia, Turkey, St. Tropez, Cote d'Azur, Isles d'Hyeres, Cannes, Cote d'Azur, Monaco, Cannes, Sardinia.....

### **Charter Super Yacht: Worlds best destinations: Caribbean in winter (3.5 mo. high season, 2.5 mo. low season)**

As one of the most popular yacht charter grounds in the world, second only to the Mediterranean!

The main Caribbean sailing season runs from November through to July. The Caribbean primary high season is from mid-December to March, when the winter escapees from North America and Europe arrive in their greatest numbers.



The Bahamas are a perfect yacht charter destination in most every way, offering **clear turquoise waters teeming with marine life, gorgeous beaches on hundreds of coral islands, quiet anchorages, renowned ports, and a swashbuckling history that dates from Columbus times.** The Bahamas are both easily accessible but also a world apart.



The Windward Islands are so named because they were more windward to sailing ships arriving in the New World than the Leeward

Islands, given that the prevailing trade winds in the West Indies blow east to west.

The Windward Islands offer all the best of that which is Caribbean - sun, beach, marine life, beautiful water, and of course, great chartering! The main islands in the Windwards are: Martinique, Saint Lucia, Saint Vincent and the Grenadines, Grenada, Dominica, Trinidad and Tobago and Barbados.



British & US Virgin Islands, St Lucia, St Barts, Grenadines, Antigua, Tortola, Barbados.....

**Every Custom Yacht Charter will be a custom designed itinerary and specifically cater to the needs of valuable Clients.**

## **World Class "Classic" Super Yacht Experience:**

This "Classic" super yacht experience will be the perfect exposure to a "by-gone" vintage luxury world, a luxury environment of **"real things", real, richness** of a "Gentleman's era" "Classic", with real material modernizations, no plastic, factory made in millions, synthetic materials that are attempting to be something that they are not. Or faux tacky attempts at economy and bad glamour? Our modern world is saturated with this atmosphere destroying modern materials. This "Classic" Super yacht experience will be **"real"**, like a Classic old world iconic resort or villa! genuine atmosphere! fabulous architectural environment!

Amenities onboard for **"The Clients"** enjoyment /entertainment:

- Clean private Spa ( no public)
- Water Skis
- Jet skis 2x
- Wind surf boards 4x
- Kayaks 2x
- Rigid inflatable crafts 2x ( with beach ramps)
- Golf
- Trap shoot
- Latest fun water Toys
- Beach volleyball
- Sun and beach lounging luxuries

- Snorkel / skin dive equipment 14x
- Scuba equipment 4x, with guide
- Sauna (on converted small cruise ship?)
- Exercise area /room, state of art equipment
- Clean private Pool ( no public)
- State of art Theater / sound
- Internet / office
- Library
- Motor scooters x8
- "Classic" restored tender

As **"The Clients"** wish and opportunities arise, a local guide, historian (character?) can be temporarily engaged onboard to enrich the experience and enlighten guests to local culture, history and fun!----- As well, local musicians can be invited for "Clients" special experience and entertainment.....

## Getting Started :

### Locate and purchase appropriate vessel:

Business name will be established at that time, name of vessel (name will change if not appropriate).

Search the back corners of the World (via, starting with email to ship, dockyards, marine companies..... ), for a distressed or Bank owned sale: Locate /purchase a 60m to 80m, 1920's – 1970's, potential for 12-16 Guests, a **small "classic" old world** cruise ship or a forgotten **"classic"** luxury **"gentleman's"** Yacht in need of minor remodeling, luxury upgrades (taste / architectural environment improvements) and budgeted restoration / modernization and ---general loving care.

In the case of a **mini** cruise ship revitalization: multiple small cramped old style, well used efficiency cabin would be demolished and creatively remodeled , combined to make significantly less rooms, however, far more spacious and luxurious accommodations, "grand luxury cabins", some with private offices, some suites, all with ultra bathrooms and luxurious modern amenities the ultra high end clientele will definitely appreciate. These, Too many tight, cabin spaces could be exchanged to add other required luxury modern amenities: gymnasium, spa, modern exercise space, modern, state of the art theater/sound, solarium..... Good, modern, well done, luxurious and grand cabin spaces is the direction. Vessel would be fully drawn up "as built" on state of the art autocad (or equal) architectural programs to professionally visualize and study the potential and possibilities for a more successfully visioned rehabilitation.

Considered vessels would require a history of: recent refits to modern engines, electronics and prohibitory costly items to stay within budget.

Opportunities are abundant in this "new world order economy" for that **incredible deal. Some vessels are bank owned and now available for liquidation and incredible opportunities** ---- the time is "ripe" for amazing

bargains! ( equating to stronger equity position). Cabin, engine room and galley fires and smoke damage vessels are quite common and another good opportunity to purchase. Also some of the world's "ultra wealthy" are uncomfortable for cash flow (?) nowadays and selling off some of there "toys" at **fast sale** and open for offer prices!

**--It's an opportune time!** The best time in 30 Years to find this "hidden treasure" of a deal for that appropriate vessel purchase. ----  
--It's a buyers market!

There are multitudes of "rough" or poorly planned and executed (originally) or just "not beautiful" "classic" Super Yachts and vessels in "off the beaten path" locations around the world that are actually "gems in disguise" hidden under the rubbish, just right and ready to be remolded into the next **world class "Vintage" Super Yacht**, a "Classic" that other "Ultra Wealthy", will be proud to be seen in and delighted to experience its old world ambience and "by-gone era" class.

The timing is ideal in this current global economy to locate an **enormous opportunity!**

Budget:                    purchase of vessel \$4M.  
                                  Remodel and restore vessel \$6M.

## **Success in this Business:**

**This will not be a brokerage company!**

**It will be owner operated and monitored!**

In the **world class mega yacht character business:** sophistication, friendliness and the highest professional credentials of the crew and attendants is of paramount importance! The character and "Classic" tasteful ambience of the environment (vessel "Mega Yacht") is of paramount importance! Service and utmost client attention is of paramount importance! Vessels pristine appearance and perfect cleanliness are paramount importance!

### **The Captain and Crew:**

This is one of the primary keys to success in the "world class" super yacht charter business. The Captain (licensed master mariner), Chief Mate, stewardesses, Chief Engineer and crew team must be meticulously sought out for pinnacles of professional training and expertise, highest qualifications, and skill of craft, but also genuine personality: they all must be the **most pleasant of "human beings"** and must have an exuberance for life and other people/customers. The Clientele" will be attracted to "life exuberance" and **will** return for more, positive life enriching experiences. This appropriate captain crew team will be compensated well with profit sharing incentives. **With this compensation motivation all crew members will monitor, reprimand and praise good actions of others to better the whole.**

Every opportunity will be taken to emphasize and remind the crew members that they are "professionals" to respect their place onboard and around "the clients". They must embrace the understanding and comprehension that they are there to enhance the enjoyment of "the clients".

A chosen vessel with a **rich history** is also a good choice for optimum success in this business.

Budget: Captain/ Crew compensation: \$ 40,000/Mo. Plus 10% of profits:  
≈\$200,000 (projected) bonuses plus customary tipping 15%-20% for brilliant service!

The crew ( team) will try harder for success!

## **Target Market -Niche:**

The World's "**Ultra Wealthy**" **1%**

**The Richest 1% of the world's adult population controls 40% of the world's assets!**

**World wealth report 2008**, sponsored by Merrill Lynch & Co. and the consulting firm Capgemini Group states:

"The Super Wealthy" combined assets are: **\$40.7 Trillion.**

"The Super Wealthy" population is in excess of: **10,000,000**

2007 World wealth studies projects: Wealth among the world's rich is expected to hit **\$51.6 trillion** by 2011, growing at an annual rate of 6.8 percent.

Driving the growth of many millionaires' fortunes was the growing class of the super-rich, individuals whose assets exceed \$30 million, the report stated. Their ranks also grew more than 11 percent last year to 94,970, with a combined wealth of **\$13.1 trillion.**

There are 946 Billionaires in the world now down from 1125, stated by Forbes, their combined wealth is in excess of **\$3.5 Trillion.**

Those in financial services and internet sectors predominate among the super rich!

Old world European wealth and new world US families of the Great Tycoons!

Professional athletes and sports superstars.

Sport franchise owners.

Financial executives.

Internet and computer giants.

Profitable companies and corporations (corporate retreats)

Entertainers and celebrities.

## Advertising and Public Relations:

A significant budget will deliver multiple full page, sophisticated, international advertising and will target customers in appropriate and focused publications where "The Ultra Wealthy" find interests and financial trend enlightenment : Forbes, Fortune, Travel Leisure, Yachting, Small Jet publications, Resort publications, Architectural Digest, Investment publications, .....in U.S., Europe and Asia.

[WWW.](#) ... Search Engine strategies... 2000+ Google, Yahoo, AOL, MSN Professional companies will continually upgrade to "top of list", in several languages.

Exposure! This Unique and Classic Vessel, "**World Class Super Yacht**" will have an old world vintage ambience that will stand out in the vast crowd of luxury yachts. The modern yacht is a flood of white, basically all the same with few exceptions... This charter super yacht will strive for: "**A Vintage Uniqueness**" that will stand out and above the super wealthy meritocracy of the same old mundane mega \$40M yacht? This Vintage, nostalgic uniqueness will serve well as, curious, perspective clientele will research, via internet, word of mouth and publications, ships name, and be enlightened to: The excellence of services, grand adventures and luxurious, unique atmosphere awaiting there future.

Budget: \$150,000 First year, \$30,000 / Month operating

## Competition in industry:

Please see: [www.burgessyachts.com](http://www.burgessyachts.com)  
charter/motor yachts

"Haida G" built: 1929, 233ft. \$276,000 high season- \$246,000 low season / week

[www.charterworld.com](http://www.charterworld.com)

"Christina O" 1946, 325ft. €455,000 / week

"The One" 1973, 70m. €450,000 / week



"Alexander" 1963, 122m.

€630,000 / week



[www.csoyachts.com](http://www.csoyachts.com)

/motor yachts

"SS Delphine" built: 1921, 258 ft.

€260,000 high – €245,000 low / week

"Zurga" built: 1961, 159 ft.

\$224,000 high - \$175,000 low / week

"Lady K II" built: 1961, 188ft.

\$315,000 high - \$ 265,000 low / week

[www.yachtstore.com](http://www.yachtstore.com)

/luxury yacht details

"Talitha" built: 1929, 262 ft.

€315,000 / week

This is a unique business niche and has few elite competitors within the "vintage" world.

## Management Summary:

Owner participation and crew member.

I am a California registered **architect**, 29 years experience, environmentally conscious, "GREEN", philosophy also a California licensed **general building contractor**, 19 years. I also have high degree of competence in: **structural engineering**, **alternate energy and solar technologies** and am an expert in **passive solar design**.

I **design** and **build** high end custom homes.

I am experienced with high end **hotel** and **resort** projects.

Could you please take moment to glance at my website for credentials:

[www.kenmeffanarchitect.com](http://www.kenmeffanarchitect.com) and [www.naturalarchitect.com](http://www.naturalarchitect.com)



examples of my work

I am a master **carpenter**, **furniture builder** and competent **steel fabricator** and can **weld** proficiently. I've done several **fire restorations**.

I have done projects for European Super Wealthy (Prince Rainier of Monaco has visited and stayed at one of these houses) and believe my philosophies and skills have been admired and respected by this clientele and their circle of friends.

[www.kenmeffanarchitect.com](http://www.kenmeffanarchitect.com) and <http://www.naturalarchitect.com> for more examples of work

Captain (licensed master mariner), Chief Mate, stewardess, Chief Engineer, (crew) will be selected for significant, successful experience within this industry with a substantial record of similar operations and credentials classifying them as: experts in there fields. These team members, " professionals" will be consulted re: business management and operations.

Profit sharing incentives will add to the philosophy: if all work for the efficient operations and success of the whole, all will be rewarded for success!

## Funding Requirements:

**\$ 13.5M.** See Exit strategy

## **World class Super Yacht Charter Business Equity: In addition to a sound business:**

A restored vintage Super Yacht of the caliber envisioned can be a **substantial** short term financial gain.

### **Examples of Vintage Super Yacht Equity comparables:**

Note: following sales price in euros



1921 256 ft." Great lakes engineering works", for sale: **€49M.**



1929 233' "Krupp Germania Werft", for sale: **€23M.**

### **Perceived equity in two years:**

Interpolating at **80%** of the above comparables and other comparables in this elite industry, Equity remains perceivably substantial! for two years:

€49 Million ≈\$63 Million (.8)- \$13.5M. initial capital ≈	<b>\$36.9 Million</b>
€23 Million ≈\$30 Million (.8) -\$13.5M. initial capital ≈	<b>\$10.5 Million</b>

## Start-up Costs:

Travel to locate appropriate vessel	40K
<b>Purchase vessel, 60m to 80m</b>	<b>4.0M</b>
Tax	400K
Ship to contingency	60K
<b>Refurbish, refit and remodel</b>	<b>6.0M</b>
Insurance	50K
Dock/mooring 1yr.	80K
Legal	20K
Advertising and public relations	150K
Fuel/oil	200K
Crew pay contingency 2 mos.	80K
Employer tax	12K
Employer insurance	8K
CEO pay 2 years	<u>400k</u>
Sub total	11.5M
Contingency 10%	<u>2M</u>
<b>Total</b>	<b>\$13.5M</b>

## Operating Costs Monthly:

### Expenses:

Crew payroll ( plus profit sharing: )	40K
Employer tax	10K
Employer insurance	6K
Advertising and public relations	30K
Mooring and harbor fees (customer pays)	4K
Insurance	20K
Fuel/oil (customer pays)	20K
Water	4K
Maintenance materials and additional labor	20K
Food/ supplies	80K
CEO pay	<u>20k</u>

**Total** **\$254K / Month**

**Income:**

**Summer:**

**Charter in: Mediterranean**

May through October

80% occupancy

(6 mos.)(.80 )(\$240,000/ week)= **\$5.0M**

**Winter:**

**Charter in: Caribbean** high season

Mid December through March

80% occupancy

(3.5 mos.)(.80)(\$220,000 /week)= **\$2.4M**

**Caribbean** low season

40% occupancy

(2.5mos.)(.60)(\$180,000)= **\$1.0M**

**Total** **\$8.4M /Year**

**Monthly Average Gross:** **\$700K / Mo.**

**Total perceived Income:**

**\$700K- \$254K= \$446K / Mo.**  
**\$5.3M. / Year**

Profit sharing 10%

<530K>

Taxes: Registry in Bermuda

<500K>

**Estimated Net income:** **\$4.0M. / year**

**Exit strategy:**

Super Yacht will be discretely for sale upon reconstruction, approximately two years, "see examples of comparables" within this plan, page 12. Plan

provides adequate cash flow sufficient for loan payments until future sale is consummated.

six year targeted exit.

## **Perceived investment return at targeted exit (six years):**

**Perceived sales price of completely restored "Vintage" "classic" Super Yacht and successfully operational "Classic" Super Yacht charter business should exceed \$30M.**

**Perceived return on initial investment:**

<b>perceived profit upon sale</b>	<b>\$30M.</b>
<b>4 years operational perceived profits</b>	<b><u>\$16M.</u></b>
<b>Total perceived profits at exit</b>	<b>\$46M.</b>

**50% - 50% equity and profits split.**

**[(\$46M. Total perceived profits and equity - \$13.5M. initial investment)(.5 split)/ \$13.5M. ] /6 years = 20%**

**Approximately equals: 20% perceived return on initial investment.**

## **Conclusion:**

- **Perceived 20% return on secured investment**
  - This is the best time in 30 years to locate an **enormous** purchase situation!
  - The ultra wealthy need to spend or the governments of the World will take it and throw it away!

- Tangible equity **far exceeding** initial investment amount within a very reasonable time: two years! **\$10.5M. to \$36.9M.** (interpolated from available comps. See: "World class super yacht business equity" section)  
Anticipated value to exceed \$30 Million upon sale plus anticipated operating profits.

At \$30M. sales price in six years, plus operational profits, approximately equates to: 20% return.

- **"examples : The super wealthy", the richest 1% continue to spend and aggressively seek life's enjoyments!**
- This is a unique business and has few elite competitors within this **"vintage"** world.

## Following are well done examples of Vintage yachts:

(Similar to this business plan direction)

Most will have websites (Google yacht name)



Yacht name: Dannebrog

Length: 247 ft., 75 m

Year: 1931

Builder: Denmark Royal Dockyard

Owner: Danish Royal Yacht of Queen Margrethe II



Yacht name: Lone Ranger

Formerly: Simson • Simson S • Lone Star?

Length: 255 ft., 77 m

Year: 1973

Refit: 1994- converted Bugsier deep-sea salvage tug

Owner: Peter Lewis, former CEO of Progressive Insurance



Yacht name: SS Delphine

Length: 257 ft., 78 m

Year: 1929

Refit: 2003

Builder: Great Lakes Engineering Works

Architect: Henry J. Gielow

Owners name: Horace Dodge



Yacht name: Savarona  
Length: 408 ft • 124 m  
Year: 1931  
Builder: Blohm & Voss  
Architect: Cox & Stevens  
Owner: Kahraman Sadikoglu



Yacht name: Talitha G  
Length: 247 ft – 75 m  
Launch: 1929  
Refit: 1994  
Former owner: J. Paul Getty, Jr  
Design refit: Jon Bannenberg and son Dickie  
Builder: Krupps Kiel



Yacht name: Norge  
Formerly: Philante  
Length: 263 ft 2 • 80.2 m  
Year: 1937  
Builder: Camper & Nicholsons



Yacht name: Al Diriyah  
Formerly: Danginn • Ultima II • Serendipity • Massarah  
Length: 257 ft 10 • 78.6 m  
Year: 1960  
Builder: National Bulk Carriers



Yacht name: Sherakhan  
Length: 229 ft - 70 m  
Built: 1965  
Designer: KMC & KHMB Enkhuizen  
Refit year: 2004



Yacht name: Amazon Express  
Length: 220 ft 11 - 67.3 m  
Launched: 1966  
Refit: 1984 converted Trawler  
Builder: Arsenale Veneziana  
Architect: Espen Øino  
Owner: Johnny Pigozzi, photographer

**Following is an example of fire restoration work:**



Fire restoration by: Stabbert Maritime, Seattle

**Contact:**

**Ken Meffan: architect/builder**

**USA**

530 432 8073

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[www.kenmeffanarchitect.com](http://www.kenmeffanarchitect.com)

[www.naturalarchitect.com](http://www.naturalarchitect.com)