

# Captain Mike's Fishing Charters

## Business Plan

By

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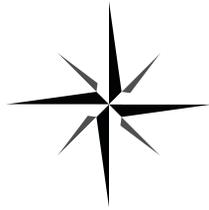
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# Executive Summary



## Business Description:

**Captain Mike's** is a charter fishing business (the "Business") specializing in inshore fishing trips that is scheduled to open for business on January 1, 2014. The Business will operate in the Fort Lauderdale and Miami, Florida areas. With this location and charter type, the cost to provide a trip is significantly less than the rest of the surrounding fleet. Initial profits will be re-invested into the business so as to build a small fleet of inshore boats and guides providing daily fishing charters in the Miami area. By operating in cities that enjoy high tourism volume, **Captain Mike's** will cater to out-of-town clientele by providing a complete package including customer pick-up at their hotel or nearest access point and fishing the surrounding area to maximize the customer's "time on the water."

## Ownership and Management

**Captain Mike's** will be operated by Captain Michael Grimm ("Grimm"), a highly knowledgeable Captain and angler with vast corporate experience, especially in the areas of marketing and hospitality.

Grimm will manage all aspects of the **Captain Mike's** business and he will oversee the fishing guides who represent **Captain Mike's**. Grimm will constantly pursue effective strategies designed attract to new customers while building an increasing web presence. Grimm's website marketing talents are the key to engaging the "out-of-towner" clientele.

## Key Objectives

The primary short-term goal of the business is to have one boat that is fully-booked and providing two trips daily: a morning trip and afternoon trip. Once the service is fully operational, all

profits are to be re-invested back into the business in order to add two (2) more boats to the fleet, which would support up to six trips daily.

Grimm will oversee the 3 boats and 3 Captains while completely managing all interactions with the customers before and after the trips.

## Marketing Opportunities

With Miami and Fort Lauderdale being two of the hottest tourist destinations in the country, the opportunity for sustained growth through experienced web marketing is immense. Grimm's proven track record of strong ROI-positive marketing strategies demonstrates that he is well-suited to take advantage of this growth opportunity.

## Competitive Advantage

**Captain Mike's** is going to have a reputation for providing fun and memorable fishing trips for the entire family. Grimm, as sole marketing manager, will cultivate positive Google reviews from each and every customer, thereby building brand and credibility. **Captain Mike's** captains will reflect Grimm's CUSTOMER FIRST culture and will be dedicated to showing customers a great time, regardless of how the fishing is that day. Initially, **Captain Mike's** will not cater to accomplished anglers or book world-record-seeking fishing trips. This makes it easier for **Captain Mike's** captains to manage customer expectations and create an enjoyable experience for all.

## Marketing Strategy

The primary marketing tool will be a highly-optimized website that seeks Page One ranking in Google and other major search engines for particular key phrases. While the search engine marketing in Miami and Fort Lauderdale is competitive, Grimm will cast a wider net to capture search engine terms and searches related to "tourism" and not limit tactics to simply "fishing" search terms. An example search phrase would be "Things To Do In Miami."

Grimm's CUSTOMER FIRST culture is designed to lead to recurring business from existing

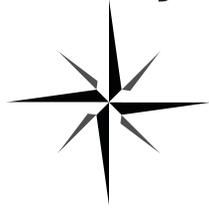
customers. Recurring customers are the most desirable and valuable customers in any business. In addition, recurring customers are also likely to refer new business by way of “friends and family.” Simply stated, recurring customers will add value to **Captain Mike’s**.

Grimm’s primary marketing objective will be to ensure that Boat Number 1 is booked twice daily – even over-booked. Grimm created a battle-tested “Pay-Per-Click” online marketing strategy that requires a significant budget and attention to detail that should result in numerous bookings.

## Summary Of Financial Projections

**Captain Mike’s** revenue projections are based upon 300 trips in the first year of operation. After 2014, we project 25% growth in the number of trips once a second boat is added.

# Confidentiality and Risk



## Confidentiality Clause

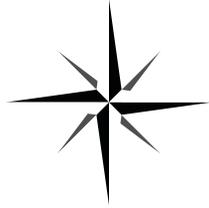
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## Recognition Of Risk

Although the author believes that the information contained in this Business Plan is complete and accurate, this Business Plan may not contain all of the information that may be important to creating and operating a charter fishing business. The sole purpose of this Business Plan is to assist the recipient in deciding whether to proceed with a further analysis of this opportunity,

and it is assumed that any prospective business owner will conduct his/her own analysis of the charter fishing industry. The author expressly disclaims any and all liability for statements contained in, or information omitted from, this Business Plan.

## Business Overview



### Business History

**Captain Mike's** is a new business venture by Captain Michael Grimm who possesses more than ten years of experience in the charter fishing industry as a guide and as a marketing manager. The new business will be located in Miami and Fort Lauderdale, Florida. The new business will have a “fishing concierge” approach that will include picking up the customer from their hotel, etc.

Staffing will consist of fishing guides that are friendly, well groomed and social, and accomplished anglers. Grimm will oversee all operations and marketing, while the staff will focus on fishing trip “fulfillment.”

### Vision and Mission Statement

**Captain Mike's** model is unique in that it provides inshore fishing trips that typically cost less to run than typical offshore trips of similar duration. Advantages to this model include:

- Higher gross margins than offshore trips
- Customers still have access to large “trophy” and highly-sought game fish
- Lower risk of Customers getting seasick
- Closer proximity to the dock means more actual time spent fishing and less risk of returning to the dock later than expected.

Grimm will be the point of contact for the customer and will use his proven methodology to determine the best type of trip to offer the customer. Every fishing trip will be run by an experienced fishing guide who will be prepared by Grimm regarding the type of trip and customer preferences.

**Captain Mike's** will initially feature a single boat. Once that boat is fully-booked and operations are mature, a second boat will be added to take advantage of certain economies of scale since Grimm's customer booking infrastructure is designed to support multiple boats.

## Objectives:

**Captain Mike's** Primary Objectives for **2014** are:

- I. Complete website and establish search engine presence in organic listings and paid listings.
- II. Establish mutually beneficial local affiliate relationships with hotels, tackle shops and marinas to give us access to their clientele.
- III. Acquire one (1) boat and staff 1 to 3 fishing guides to run trips.
- IV. Secure at least 300 trips on Boat One for the year.
- V. Build brand and become a recognized name in the tourism industry for South Florida.
- VI. Attract sponsors to provide tackle, gear, boat and fuel to reduce cost of services sold.
- VII. Re-invest end-of-year profits into acquiring second boat.
- VIII. Grow customer base while engaging all existing customers throughout the year.

## Ownership

**Captain Mike's** will be solely owned by Michael Grimm, operating as a Limited Liability Company under Florida State Laws. **Captain Mike's** will be operated at the sole discretion of Michael Grimm and Grimm will maintain 100% control of the company.

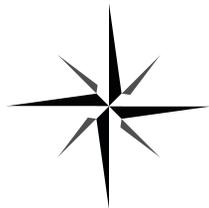
## Location

**Captain Mike's** will offer saltwater fishing trips in South Florida inshore waters from Fort Lauderdale down to Miami. All marketing material will be specifically tailored to the South Florida area. Physical booths or kiosks will be placed in high foot traffic tourist locations where visitors can register for a fishing trip on that day or reserve a future trip.

All boats owned by **Captain Mike's** will be mobile on trailers, enabling the fishing guide to meet or pick up the customer at a location most convenient to the customer. A key objective of **Captain Mike's** is that we tailor the trip to the tourist customer. We will go to their hotel by boat or have them meet us at the closest possible location. This reflects our concierge philosophy and also results in more actual fishing time for the customer.

The booths/kiosks will consist of a mobile trailer with mounted computer that allows customers to book a trip. These booths/kiosks will be located close to beaches and similar attractions.

## Products and Services



### Descriptions of Product and Services

**Captain Mike's** will offer a primary service with up-sell products. The primary service will be to take customers fishing for 4, 6 or 8 hours. Each fishing trip is tailored according to Michael Grimm's proven customer methodology.

Upon returning to the dock after the fishing trip, the customer will have the option to purchase a custom replica mount of a notable catch by a local taxidermist, which can be shipped to the customer's residence. **Captain Mike's** will earn a 50% commission on each replica mount.

## Key Tactics

- All captains will be wearing collared sportfishing shirts and hats featuring **Captain Mike's** logo
- Each Boat will have a custom **Captain Mike's** wrap applied and will ALWAYS be spotless inside and out: When a captain isn't fishing, the captain is cleaning
- All customers will be given **Captain Mike's** merchandise that is underwritten by sponsors.
- Captain Mike will greet every customer before and after each trip to build a rapport designed to lead to recurring and referral business
- Even though fishing is the primary service offering, sight-seeing will also be incorporated into every trip to hedge against slow fishing

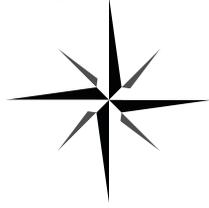
## Future Service Offerings

As **Captain Mike's** gains a foothold in the local fishing industry, we will offer additional services such as:

- Sunset Cruises
- Snorkeling Trips
- Sightseeing and Photography Trips
- Waverunner and Personal Watercraft Rentals
- Parasailing Trips

Many of these services can be offered at even higher margins than our primary fishing trip offerings.

# Industry Overview



## Market Research

To analyze the current market trends, we contacted established fishing guides to get an idea of how many trips a year we can reasonably expect to provide. By analyzing statistics from the U.S. Bureau of Labor Statistics, we project 300 trips per year, for Year One, as a conservative estimate for the first boat. This is a reasonable goal and we expect to meet and exceed this goal by the end of Year One.

The charter fishing fleet in the South Florida area has grown and the competition is increasingly fierce. However, we believe that most guide operations are taking the wrong approach. By passively waiting for customers to book the trip, they are limiting their growth opportunities. Our model will not only target potential customers who are interested in a fishing trip but will seek to convert potential customers who had not intended to go fishing. Our trips will sound too good to pass up.

## Size Of The Industry

The charter fishing industry is well-established and mature in tourism hotbeds such as South Florida and continues to grow with influx of part-time guides seeking to supplement their income. However, most operators possess an antiquated marketing and business model. In today's world, foot traffic and prime dock location are not as important as a top-ranked website. This is where **Captain Mike's** will shine.

## Key Service Segments

The main service offered by **Captain Mike's** will be family-friendly fishing charters, catering to anglers with skills ranging from first-timer to intermediate, with an emphasis on sight-seeing. Brand credibility and price point will be the competitive advantage here.

## Key Market Segments

We will target tourists through strong website marketing and affiliate relationships with local hotels and marinas that are seeking “attractions” for their clientele. We want to “cultivate” the customer before they begin looking for a charter outfit. We do this by actively marketing the **Captain Mike’s** brand and establishing a presence in local business where our competitors are not, including beaches, landmark restaurants, etc.

## Description of Industry Competitors

There are literally hundreds of fishing guides who utilize the “do it all” business model where they handle the sales, marketing and fishing. This business model is suitable for the guide who wants to fish 250 trips a year and is not concerned with growth. However, that is NOT the model contemplated in this Business Plan. Our competitive advantage will be to find the tourist before they find us... or worse, the competition. Grimm’s focus is to handle nothing but marketing and sales all day, every day in order to build the customer base.

## Key Industry Trends and Outlook

The South Florida continues its upward growth trend and Fort Lauderdale has returned to its lofty perch as one of the hottest Spring Break locations in the world. Tourists from across the globe are making South Florida their destination of choice. While the winter and spring are some of the most active tourism months in this industry, we plan to build a customer base that keeps our captains fishing throughout the slower months as well. The summer months are when folks from the southeastern US tend to visit South Florida as well as Florida residents, such as those in Jacksonville, Pensacola, Tampa and Orlando looking for a change of scenery at an affordable price. These are often overlooked potential customers and are very likely to wind up as recurring customers for a charter business that can capture them.

## Marketing Strategy

We will target two types of customers. The first customer is one who has already booked accommodations in the area and plans to fish while in town. This customer will likely find

**Captain Mike's** via a Google search. The second customer is the one who is coming to town and just looking for a fun activity to fill their schedule. This customer will likely find **Captain Mike's** because our marketing presence will be felt at every possible venue while the customer is in town.

The first customer, the easier of the two types, will find us through a highly-optimized and designed website. Our website will build customer confidence and deliver convenience by including the following features:

- Beautiful Design, including Mobile-Friendly
- Photo Gallery Full Of Happy Customers
- A Fishing Blog
- Easy and Intuitive Reservation Form and Easy-to-Find.

Once the website is created and in production. we will engage a Search Engine Optimization (“SEO”) specialist to create “organic” search results for us in Google.

In order to attract “instant business,” we will also hire a Pay-Per-Click (“PPC”) specialist (SFC Design Group) to ensure that find **Captain Mike's** is associated with every desirable keyword for converting leads to customers such as:

- Miami Fishing Charters
- Fort Lauderdale Fishing Trip
- Miami Fishing Vacation
- Miami Deep Sea Fishing
- Fort Lauderdale Boat Tour
- Etc

We project that our highly-optimized PPC campaign to cost us less than \$50, on average, per booked trip.

Our offline efforts will focus on mobile booths/kiosks that will be placed near beaches and other landmarks. We will also work to build affiliate relationships to reach hotel and resort guests.

## Analysis Of Competitive Position

**Captain Mike's** will separate itself from the competition by offering “concierge quality” services at slightly lower prices. In other words, find **Captain Mike's** will deliver VALUE to the customer.

## Pricing Strategy

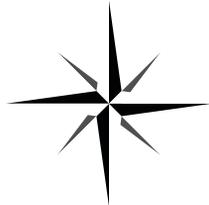
**Captain Mike's** will charge a \$450 flat fee plus tip for a typical four-hour trip. This is our “bread and butter” service. Discounts will be provided to recurring customers as well as their family and friends as an incentive. We can offer these discounts since our cost-per-trip is so low, especially once we secure certain sponsor underwriting.

## Promotion Strategy

The first phase of marketing will be devoted to funding Pay-Per-Click (“PPC”) Marketing. Initially, the cost-per-customer will be higher while our PPC specialist (SFC Design Group) refines the campaign to deliver optimum Return on Investment. Each acquired customer will be treated as the most valuable asset of the company as we nurture a long-term relationship and establish **Captain Mike's** brand recognition.

With PPC as the primary source of customers, our “natural SEO” will be working constantly to achieve the highest possible site rankings. At the same time, Grimm will be cultivating affiliate relationships with hotels, marinas and sponsors.

# Management and Staffing



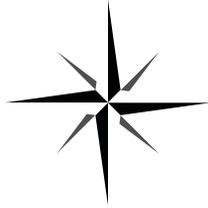
## Organization Structure

**Captain Mike's** will be managed and operated by Michael Grimm. Grimm's focus is to attract business and ensure customers are happy with the service provided.

## Staffing

Grimm will hire as many as three (3) licensed captains to fulfill the booked trips, which will free up Grimm to execute his primary mission: building a customer base.

## Implementation Plan:



**Captain Mike's** will commence implementation of the following Plan on January 1, 2014:

### Phase 1: January 1 – 31

- Completion of Custom Logo
- Completion of Custom-designed Website that is optimized for Search Engines and Mobile Devices
- Design and Print 3x5 Business Cards and 4x9 Rack Cards

### Phase 2: February 1 – 28

- Purchase Efficient Boat with Engine
- Purchase Fishing Tackle and Gear
- Hire first captain (hire second if bookings allow)

### Phase 3: March 1 – December 31

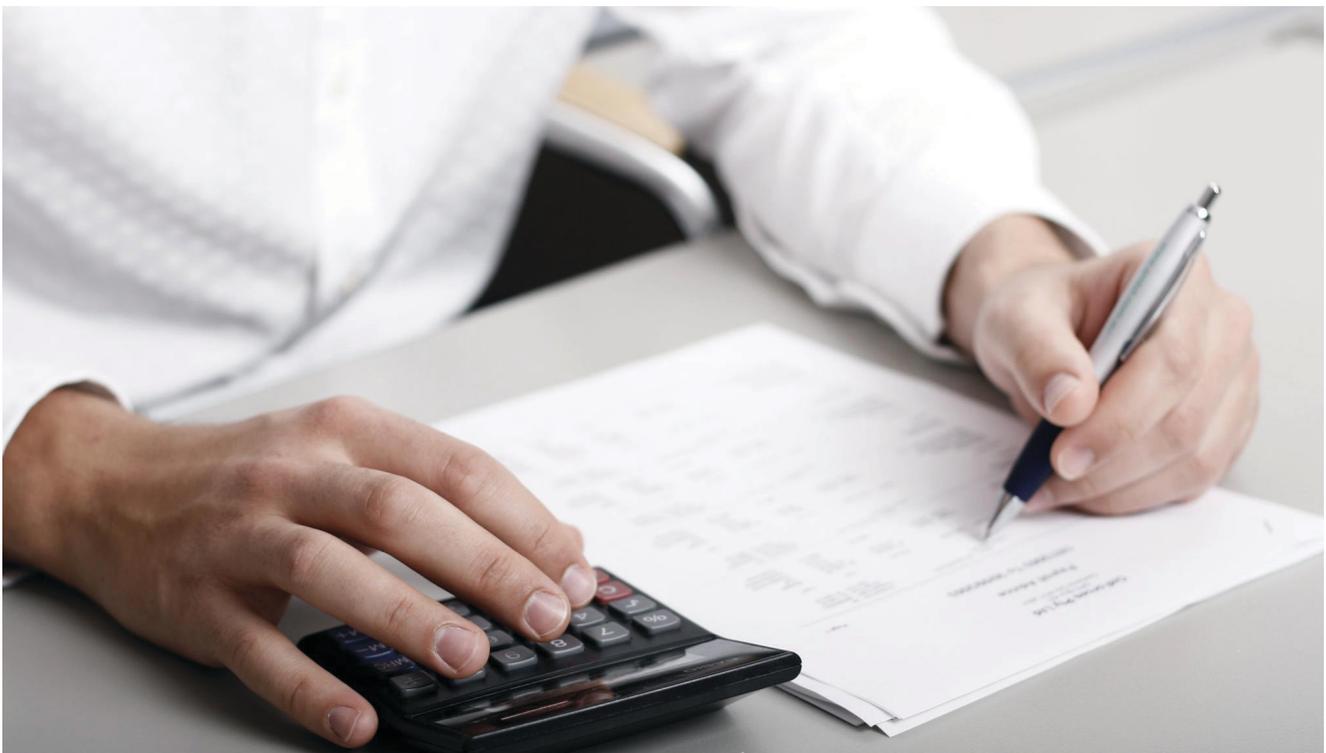
- Hire second and third captains as booking momentum builds
- Hire PPC specialist and SEO – SFC Design Group
- Implement Cash-Positive Campaigns
- Build Customer Base
- Start Providing Fishing Charters
- Gain Sponsorships
- Establish Affiliates

## Startup Expenses:

Category	Description	Amount	Total
Marketing	Logo Design	600	15000
	Website Design	2500	
	Business Card Design and Print 1000 Cards	250	
	Rack Card Design and Print 2500 Cards	650	
	Display Holders	50	
	Mobile Business Booth	4000	
	Credit Card Merchant Machine	200	
	Screen Printed Uniforms 10 including: hat, shorts and shirt	250	
	Screen Printed T-shirts 144	1000	
	boat wrap	1500	
	PPC One month budget	3000	
	SEO One Month Budget	1000	
	Operation	4 Fishing Rod and Reels USED	
Boat, Motor and Trailer USED		15,000	
Mobile Telephone (iPhone 4s)		200	
Hooks, Leader, Terminal Tackle		200	
Bait and Ice		100	
Dockage / Boat Storage		200	
Fuel and Oil		100	
Light		100	
Stereo/VHF		250	
Fishfinder/GPS		200	
Laptop		1000	
PDA		350	
License		First Aid and USCG Required	400
	Business License	200	
	Business Permits	200	
R&D	Marketing Survey	100	380
	Newsletter Software	30	
	Copying and Postage	250	
Salaries	Captain @15/hour / 40 hrs per week - 1 month	\$3,600	\$3,600
			<b>\$37,980</b>

## Fixed Operating Expenses (Monthly):

Category	Description	Amount	Total
	PPC One month budget SEO One Month Budget	3000 1000	4000
Operation	Mobile Telephone (iPhone 4s) Service Hooks, Leader, Terminal Tackle Bait and Ice Dockage / Boat Storage Fuel and Oil	100 50 50 200 100	500
R&D	Marketing Survey Newsletter Software Copying and Postage	100 30 250	380
Salaries	Captain @15/hour / 40 hrs per week - 1 month	\$3,600	\$3,600
			<b>\$8,480</b>



### Projected Profit and Loss:

- 300 Trips an average of \$450 each:           \$ 135,000.00
- Cost for 12 months of business:               \$ 76,320.00
- Gross Profit:   \$ 58,680.00

### Prior to Taking Profit:

- Accounting:   \$ 450.00
  - Maintenance:                                     \$ 1000.00
  - Unaccounted Fees:                               \$ 1000.00
- Total:   \$ 2,450

**Net Profit:   \$ 56,230**

### Future Projections

After our first year, marketing costs will decrease and our marketing campaign will result in increased ROI as well as increased number of charters. The Year One profit will be re-invested in the company to support the purchase of up to two additional boats and the hiring of additional captains to meet increased demand.

Affiliate relationships with local hotels and marinas will grow as the brand awareness increases and Grimm establishes rapport with business owners.

Customer base will double in Year Two as new business will be supplemented by recurring customers and referrals resulting from website marketing efforts such as blogs, newsletters and leveraging social media.