Fountaine-Pajot Orana 44 Yacht

MARKETING PLAN

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(Moored in BVI Waters in 2019)

I. EXECUTIVE SUMMARY

Fountaine-Pajot Orana 44 Yacht(referred to from hereon in as the "Yacht") was established as a Trust entity in a sole proprietorship at Palmas Del Mar Marina, Palmas Del Mar - Puerto Rico, 00791 with the expectation of bliss and carefree sailing in the private yachting industry.

Business Description

The Trust was formed under state laws and headed by G&A TRUST.

Skippers for many years.

Owners of the boat since September 2019.

Trustees since inception.

Since the time that we acquired the yacht, we set it among the best of vessels. It has been equipped with the newest and state-of-the-art navigational and operational standards to make every trip

sensational. The Yacht currently employs no full-time employees and one part-time ad-hoc overseer.

Business Mission

Our Mission is to offset our yacht to a responsible caring person who will take care of a prized asset.

New Product

After a period of thorough trial and error, the Yacht is prepared to be introduced to the market as: Orana 44 - Special:

Completely Unique in the way it is released.

According to plan, this product is expected to make this Yacht a forerunner in the private yachting industry. As individuals, Andrea and I strive to be that much different from the rest, to stand apart from the rest. This ideology we well transferred to our Yacht. We changed its color at great expense and added features that made other boat owners comment us often on. We made our boat unique and it shows, making us proud to be able to market this uniqueness.

II. MARKETING SUMMARY

Industry Overview

In the United States, the private yachting industry presently makes \$425,000.00 on average per secondhand yachts. Catamarans is the new 'it' in boating. There is so much more on offer with Catamarans. Comparing it to other boats is a futile debate, as sales and the growing popularity for Catamarans are reflected in soaring prices. Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

Trendiness

State-of-the-art

Equipment

Ready to sail

Luxury

Prestige

Reflection of expenditure

Target Markets

The Yacht's major target demographics are as follows: The main aim for us, having had the pleasure of boating on luxury yachts for a few years, is the ability to sail the open waters and enjoy the splendor of statesmen. We visited islands and sojourned places others will never get to see or partake. It is that passport to opportunities we wish to market along with the yacht itself.

The estimated number of potential clients within the Yacht's geographic scope is 0.02.

Pricing Strategy

The Yacht has completed a thorough analysis of its competitors' pricing.

Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy: Our Pricing strategy is set at mining the value of the capital invested in the upgrades and the long list of extras that are included as new and some unboxed extras. There is no other boat in this category that can serve as a benchmark, except to note that at our price level, one is buying with equity in check.

Promotional Strategy

The Yacht promotes itself:

We are private sellers and wish to market and promote the vessel on private terms. We sold a previous power boat through an agent and sold it with much joy. This time around we do not see any benefit and enter the market as sole proprietors.

Situation Analysis: Strengths

The Yacht is equipped with the newest equipment and gadgets, from the bow to the stern, from the keel to the top of the mast, and everything in between. This vessel has never suffered any storm damage and boasts low engine hours and excellent care.

Weaknesses

The weaknesses are reluctant owners who wish to sell in the face of the last remaining and ill parent living in South Africa, whom we cannot leave on his own anymore.

Opportunities

Equity

If one can make a purchase and retain equity now, and for the future, it is an investment and not an expense.

Competition

In the private yachting industry, customers make choices based upon:

Trendiness

State-of-the-art equipment

Ready to sail

Luxury

Prestige reflection of expenditure.

There is no other boat such as this one, it is unrivaled in features.

The primary competitors for the business are the following: There are just not that many proper sailing yachts in the market, and in the 2012 FP year models even less, if any.

With the other available Lagoons with their bulkhead problems, cut the market with another third. There are not many competitors. Yet, there is no reliance by us on the demise of others. Our investment value is a predeterminable actuary value based on actual inputs. Therefore, without complete knowledge of what is out there and available, our sale price is no market exploiter.

However, we believe that the Yacht has the following competitive advantages:

Our competitive advantage is detailed in the obvious detailing and the visible changes to render a yacht completely different from the rest. There is, plainly stated, no other vessel that is on par with this Orana 44.

When it comes to onselling one day, that advantage of uniqueness will simply live on to the ongoing benefits of each owner.

Business Goals and Objectives

We wish to sell the Yacht with all the encompassing benefits and ease of mind that come with it. The vessel is registered in a Trust. The insurance is in place for the yacht in the name of the Trust and passes to the new owners accordingly. As a USCG documented vessel, it is registered with the USCG for the following five years and makes the vessel ready to ship and sail.



Legal Issues

The Yacht affirms that its promoters have acquired all legally required documents and possess full ownership in it. There is no financing debt to settle.

Services

First-rate service was used and professional agents, such as Volvo who installed the engines and serviced the saildrives. All with three-year warranties.

Proper service remains the focus of the Yacht and a cornerstone of the brand's success.

This warranty is passed on to the new buyers unhindered. The supplier warranties amount to some \$30,000 on any claim.

List of Yacht Items:



Engine Specifications

2x40HP Volvo Penta inboard engines 126hrs as of today. 3Year warranty.

Saildrive serviced by Volvo

3 blade, new superior performance feathering propellers.

Diesel electrical polishing system

Ricor diesel filters

Two dinghies (one still unboxed) with 10hp and 15hp engine (New) respectively. Kayak Stainless steel dinghy anchor Dinghy Canopy Dinghy sun protection sail Solar & power (New and unused) 3200kw Solar 1x10kW Lithium Batteries 1x6KW inverter 110v and 220v shorepower connections 4 x 180AH AGM batteries 1 x 90AH engine battery 2 solar panels dedicated to AGM and engine battery with dedicated MPPT and battery chargers. <u>Deck</u> All new paintwork \$10,000 ceramic coating Two of one gas and one charcoal BBQ-Braaier Upright transom hot/cold shower. Deck Rack - stowage for the included folding eBikes. Two x 26" wheels. Unboxed Yamaha 2.2kw inverter-generator 110v 110v boat house power and 220v shorepower inlets with two separate cords.

Cabins:

This is the 4 cabin, 4 en-suite ORANA 44

4-cabin: in the passageways are four bright, attractive cabins, each with an attached electrical head and separate shower room.

A private stateroom has a fine cabin with en-suite head too. One other SB forward cabin. On the port side are two double cabins and two ensuite shower and heads too. Thus four electrical heads, and four showers in total.

This bathroom redesigned to offer more intimacy has a shower separated with built in wall mounted shower a superb free standing wash basin, and wall unit with vanity mirrors on the doors.

Two aft cabins. One guest and one main stateroom. Two cabins guest forward.

Access through wooden door in passageway

Double bed (1,60x2,00 m approx.) with side access (semi-island bed)

Storage under bed with front access

Shelves on each side of the bed

Hanging closet with shelves

8000BTU 12V new airconditioner – still requires gass as new installation.

Ventilation via 1 deck hatch + 1 porthole overlooking cockpit

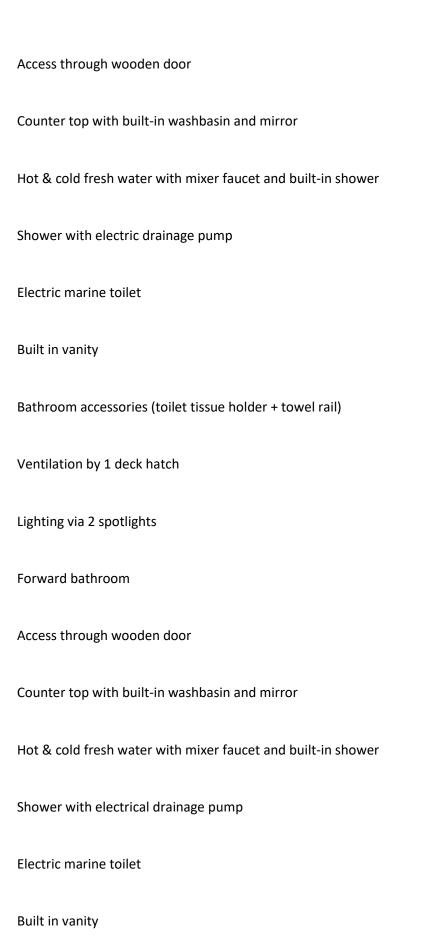
1 non-opening outward-facing picture window

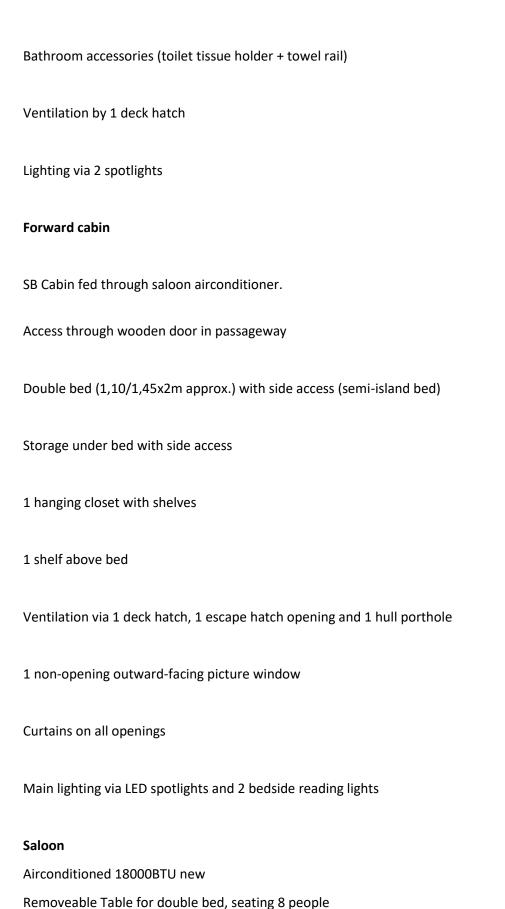
Curtains on all openings

Main lighting via LED spotlights and 2 bedside reading lights

Airconditioner in state room and fittings for Airconditioner in aft cabin

Aft bathroom





Rigging/Sails

New running rigging and sails 2020 (MainsSail removed and in saloon for sun protection)

New Stack Pack and Lazyjacks – plus Stack Pack protector

Weather enclosure 2021 custom made

All winches and anchor winch serviced 2021.

Two electric winches, three manual

Registration and VAT

Registered in Delaware and the USCG,

no VAT Payable.

Five year USCG registration paid 2022-2027

Location

Currently docked in Puerto del Rey, Puerto Rico.

The Fountaine Pajot ORANA 44 is a comfortable blue water ocean-going vessel. Proven capability.

General

Designed by the famous Joubert-Nivelt firm of architects, the Fountaine Pajot ORANA 44 offers:

Free on-deck movement, like her sisters.

Cockpit

A very low center of gravity for maximum security, with opened access between the cockpit and saloon.

A large sliding window for direct communication between the saloon and cockpit makes interaction a pleasure.

A three-seat unique to this boat weather enclosed steering station combining all navigation controls, with excellent visibility over the roof.

A sheltered sundeck behind the steering station, which includes two portable sunloungers with adjustable backs.

<u>Sails</u>

Most importantly, great performances with 110m² of sail, which in normal weather would allow extensive sailing under the wind, limiting use of motors.

Galley

3 fridge/freezers in galley 12V

Three hob gas stove and gas oven

Can be replaced or supplemented with electrical one if desired.

Electronics - All New

Raymarine Axiom 12" MFD

Raymarine E120 MFD

Separate Depth, Wind and Tri-data

Compass Analogue and electronic

State of art throttle levers

RV320 double realvision transducers

Raymarine mmsi Radio

Raymarine Radar 18" dome

Handheld floating VHF radio

Life Raft

6pax - expired certification.

Two full size dinghies, makes raft an added extra.

Trampoline

New uninstalled Trampoline (own design and custom made)

Stack pack, lazy jacks, and own designed stack pack cover 2021 custom made and new

Propellers

2 x 3 blade Propellers feathering type, with equal forward and reverse power. \$5500 extra from any other rival boat.

2 x 2 rope/line cutters each — meaning double the protection on each saildrive. That is most unique. Unrivaled on any other boat. Special design and fit.

This FP is unique as there is nothing like it anywhere. Customised and upgraded extensively.

Looking forward to your inputs. This Yacht comes with insurance and five-year registration with the USCG.

It does not get better than this, not in anyway that we can think off. Your choice. By it with the trust, or without the Trust.

Sincerely,

Capt.Gerrit Coetzee

FO: Andrea Coetzzee