



Making Money with Boats

Fred Edwards

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More than ever, charter operators must adhere to good business practices to transform water-related fun into the pure pleasure of profitability. The first part of this book is dedicated to the business side of chartering, with chapters on starting a business, accounting, insurance, marketing tools, the marketing plan, and the business plan.

Recent changes in the requirements for licensing, documentation, vessel inspection, and bareboat chartering are then demystified, making this book a must-have for anyone seeking to make money with a boat.

"Anyone" includes those who run existing charter companies as well as newcomers who want to mix boating and business -- parasail operators, dive boat skippers, excursion boat owners, and many others.

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