

CMU Capstone

# New Market Strategy

December 1<sup>st</sup>,  
2025

Version  
1.0



# Our Team



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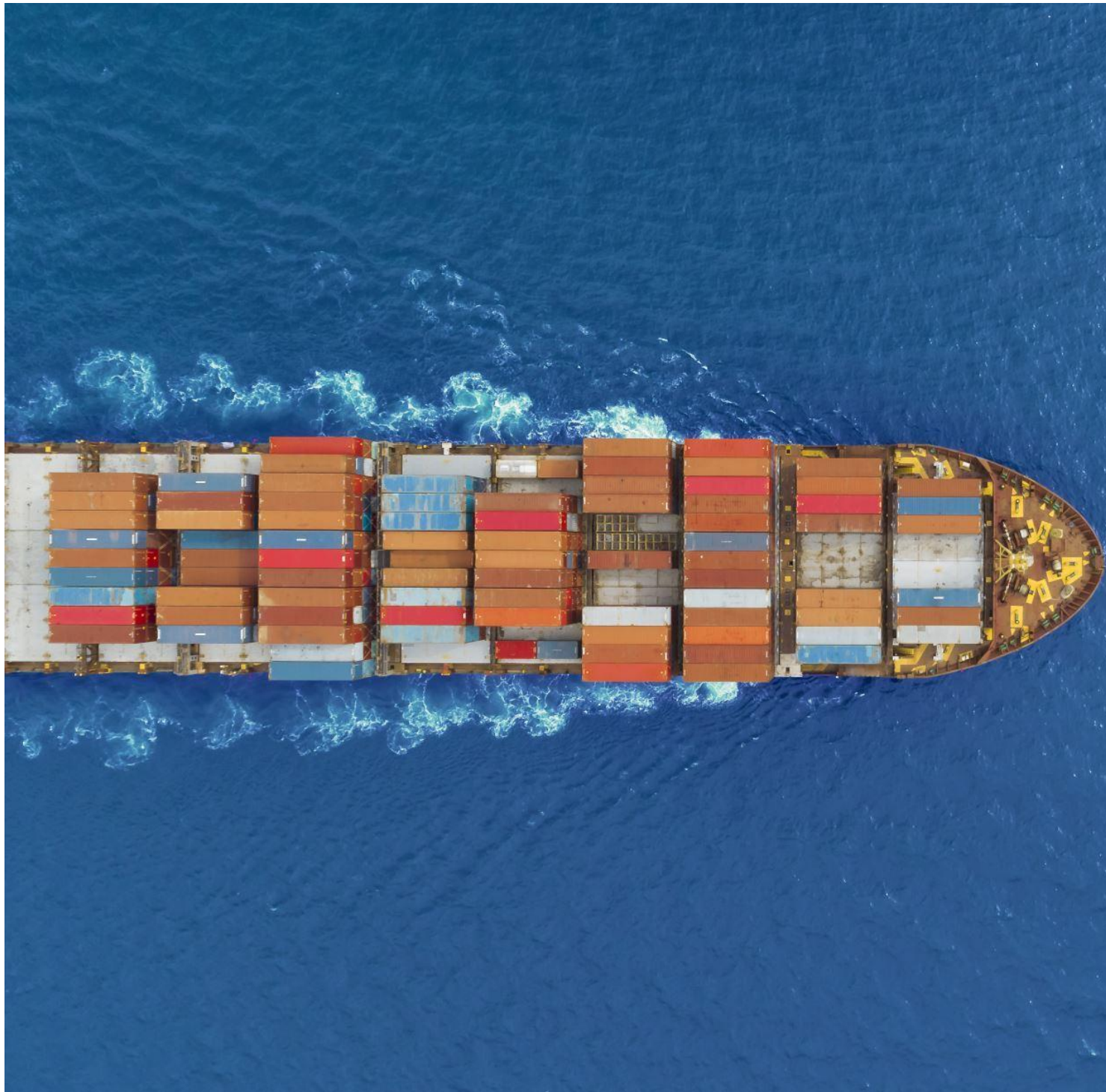


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# Content



01. Executive Summary
02. Voice of Customer
03. Commercial Fishing GTM
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01

# Executive Summary

The nuts and bolts.



# Our Goal

- ✓ Identify promising markets
- ✓ Understand market potential
- ✓ Assess the Competitive Landscape
- ✓ Recommend go-to-market strategy
- ✓ Build roadmap for sustainable growth

Our goal is to help Metric Marine find the strongest new market opportunities and outline a practical plan to enter them successfully.

→ We aim to recommend clear go-to-market strategies such as regional focus, partnerships, and stronger visibility and build a simple, evidence-based roadmap that supports Metric Marine's long-term, sustainable growth.

# Core Recommendations

	Commercial Fishing	Yacht Management	European Cruise Lines
Why it Fits	Commercial fishing fleets run high-value vessels on tight, regulated seasons, so they need a reliable parts and supply partner that can keep them at “zero downtime at sea.”	The yacht charter and management industry is a strong fit for Metric Marine because it relies on constant, high-touch sourcing of parts, supplies, and logistics support—creating recurring demand that aligns with Metric Marine’s core capabilities.	European cruise lines are an ideal market for Metric Marine because centralized procurement combined with frequent port-by-port resupply creates an opening for a reliable supplier with consistent SKUs and strong documentation.
Key Considerations	<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Large, <b>asset-intensive</b> market with thousands of U.S. vessels and ongoing demand for maintenance, repairs, and upgrades.</li> <li>• Concentrated, <b>high-value customers</b> (fleets and co-ops) that can drive significant recurring volume once relationships are established.</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Deeply <b>entrenched relationships</b> with OEMs and long-standing local suppliers make it hard for new vendors to break in.</li> <li>• <b>Regional</b> and <b>structural</b> headwinds (regulation, climate impacts, storms, low prices) create <b>volatility</b> in fishing activity and spend.</li> </ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• The industry has recurring, <b>time-sensitive purchasing needs</b> for maintenance, compliance, and provisioning.</li> <li>• Buyers value <b>reliable</b> suppliers and <b>long-term relationships</b>, allowing Metric Marine to become a trusted partner.</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Expectations for speed, service quality, and precision are extremely high due to luxury-client standards.</li> <li>• The market has entrenched, <b>established yacht-focused suppliers</b> that create competition for new entrants.</li> </ul>	<p><b>Pros</b></p> <ul style="list-style-type: none"> <li>• Steady <b>recurring demand</b> from <b>year-round</b> multi-port operations needing technical spares, consumables, and hotel supplies.</li> <li>• <b>Low switching barriers</b> because cruise buyers regularly replace vendors with poor fill rates or inconsistent port coverage.</li> </ul> <p><b>Cons</b></p> <ul style="list-style-type: none"> <li>• Pushback from tariffs, taxes, and greater <b>shipping fees</b> due to location</li> <li>• <b>Complex logistics</b> and <b>compliance</b> across multiple EU countries, bonded goods rules, and sustainability <b>regulations</b>.</li> </ul>

02

# Voice of the Customer

What are *your* customers saying?



# Customer Survey Overview

**Survey sent out to current cruise liner customers**

<https://metricmarinevoc.fillout.com/t/bvEj7i5XzKus>

## **Description**

Five question survey (~3min) sent to current Metric Marine Customers through cold email invitation asking about Features, Rating, and Order Frequency

## **Purpose**

- Gain insight on what current customers think Metric Marine does well
- To have a clear understanding of customer needs
- Find opportunities for the company to fill the gaps where other companies fall short

## **Insights**

The survey shows that customers were most satisfied with Metric Marine's Product Quality and Unique Catalogue. The responses also showed that Customer Service and Delivery were two other areas where Metric Marine excelled.

# Customer Survey Overview

Survey sent out to current cruise liner customers

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# Customer Survey Results

15 Individual Respondents, 8 Unique Brands



HIGH  
QUALITY



FAIR  
PRICING



QUICK TURN  
AROUND



Key Features for  
Customers

DISTINCT  
CATALOGUE



BULK  
ORDERS



Pain Points



Quoting  
Process



Unavailable  
Items



Lead Time  
Projection

**8.7** /10  
Recommendation  
Rating

**60%** of Respondents Need  
Supplies Daily



03

# Commercial Fishing

How to win the market

# Commercial Fishing Companies

## Market Overview

### Market Size

- Global commercial fishing fleet: 20,000–25,000 vessels, with market value growing from \$5.34B (2024) to \$7.09B (2033) at a 3.9% CAGR.
- **U.S. market:** 4,000–5,000 vessels, representing about 15% of the global commercial fishing fleet (and, by implication, a meaningful share of global spend)

### Market Drivers

- Rising seafood demand and urban consumption.
- Vessel modernization and technology adoption.

### Ideal Customer Profile

#### Primary ICP:

- Mid-to-large commercial fishing operators (trawlers, longliners, seiners) with:
  - High-value capital assets (factory trawlers and multi-vessel fleets)
  - Strict regulatory timelines and seasonal constraints
  - Need for reliable, standardized equipment and minimal downtime

#### Secondary ICP:

- Fishing cooperatives and shipyards/repair yards that aggregate or influence spend:

### Typical purchaser roles within these ICPs:

- Large fleets (20+ vessels): Marine Procurement Officer, Group Procurement Director, Fleet Supply Manager
- Medium fleets (10–20 vessels): Vessel Superintendent, Technical Buyer, Chief Engineer

# Commercial Fishing Companies

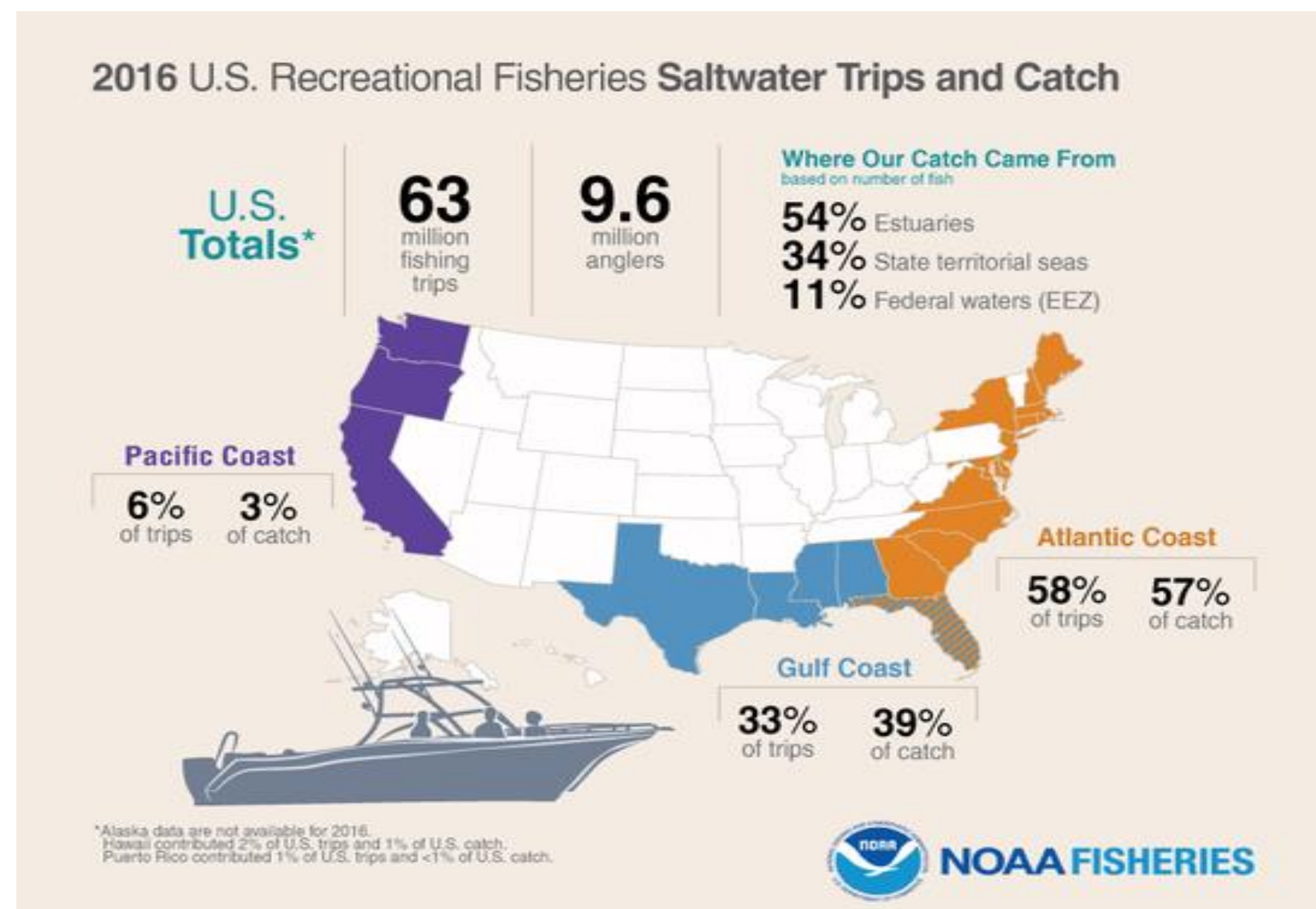
## Business Model

Commercial Fishing Operators	< <i>interaction</i> >	Fishing Cooperatives (Co-ops)
<p>Generate revenue by harvesting and selling seafood, driven by catch volume, species, and market prices.</p> <p>Operate capital-intensive fleets where vessel uptime and regulatory compliance determine financial performance.</p> <p>Invest heavily in maintenance and upgrades to maximize seasons and reduce downtime.</p> <p>Make purchasing decisions at the fleet or vessel level through procurement staff or owners.</p>	<p>Co-ops support fishing operators' operations, providing essential services that enable vessels to fish.</p> <p>Operators rely on co-ops as centralized hubs, lowering individual costs for supplies, maintenance, fuel, and ice.</p> <p>Both depend on strong vendor relationships for equipment, services, and seasonal readiness.</p> <p>Financial success of co-ops is tied to fleet activity, while fleet efficiency depends on co-op services.</p>	<p>Provide shared services to member vessels (fuel, ice, supplies, docking, repairs, seasonal overhauls).</p> <p>Generate revenue through service fees, bulk supply sales, and member support operations rather than selling fish.</p> <p>Leverage co-op economics to negotiate pricing and centralize buying power.</p> <p>Operate as community hubs that support multiple independent boats rather than running their own fleets.</p>

# Commercial Fishing Companies

## Geographic Segmentation (U.S.)

	Pacific Northwest	Gulf of Mexico	Mid-Atlantic
Primary Catch	Salmon, crab, groundfish	Shrimp, snapper, oysters	Scallops, flounder, menhaden
Fleet Type	Small-scale, sustainability-focused	Large-scale trawlers	Mid-sized, industrial
Regulatory Intensity	Very high	Moderate	High
Seasonality Volatility	Strongly seasonal	Year-round for shrimp	Moderate
Key Ports	Newport (OR), Westport (WA)	Venice (LA), Galveston (TX)	Cape May (NJ), Wanchese (NC)



# Commercial Fishing Companies

## Competitive Landscape

Vendors	Description
<a href="#">Imtra</a>	<p>Marine &amp; Transportation Equipment Importer and Manufacturer (Recreational, Commercial, Vans/RV, and Energy)</p> <ul style="list-style-type: none"> <li>- Exposure from Social Media Presence (YouTube Videos, Instagram, etc.) &amp; Trade Show Appearances</li> <li>- Operating out of New Bedford, MA</li> <li>- Products Can be Purchased Through Website</li> </ul>
<a href="#">First Choice Marine Supply</a>	<p>Marine &amp; Industrial Supplier (Nets, Electronics, Buoys, Safety Gear, Scale Remover)</p> <ul style="list-style-type: none"> <li>- Products Listed On Website But Must Contact Company for Pricing/Purchasing</li> <li>- Operating out of Savannah, GA &amp; Tampa, FL</li> <li>- International Delivery</li> </ul>
<a href="#">Commercial Marine Pro</a>	<p>Ship Vendor &amp; Marine Hardware Supplier (Tugboats, Ferries, Engines, Generators, Gears, etc.)</p> <ul style="list-style-type: none"> <li>- Products Listed On Website But Must Contact Company for Pricing/Purchase</li> <li>- New &amp; Used Equipment Brokering</li> <li>- Operating out of Broussard, LA</li> </ul>
<a href="#">Fisheries Supply</a>	<p>Marine Supply Distributor (Anchor, Electrical, Galley, Engine, Plumbing)</p> <ul style="list-style-type: none"> <li>- Knowledge Database to Inform Part Selection</li> <li>- Operating out of Seattle, WA</li> <li>- Products Can be Purchased on Website or In Store</li> </ul>

# Commercial Fishing Companies

## GTM Strategy – Partnership with Coops

Goal: Use co-ops and cooperative shipyards as force multipliers that aggregate demand, influence supplier choice, and anchor Metric Marine regionally.

### Action Plan

1	<b>Identify and Rank Priority Co-ops/Yards</b> <ul style="list-style-type: none"><li>Use the CMU Team’s examples—Pacific Fishermen Shipyard &amp; Electric (Seattle) and Yankee Fishermen’s Cooperative (Seabrook, NH)—as initial anchor targets, then create a short list of similar co-ops and service yards that act as hubs for fleet overhauls, fuel, ice, and retail.</li></ul>
2	<b>Map Their Buying Models and Current Vendors</b> <p>For each target co-op, document:</p> <ul style="list-style-type: none"><li>How they buy (co-op economics, bulk purchasing, long vendor ties, local dealers)</li><li>What categories they source (fuel, ice, engines, nets, safety, hardware)</li><li>How they currently interact with vendors (word of mouth, local dealers, trade show contacts).</li></ul>
3	<b>Design a Co-op-Specific Value Proposition &amp; Offer</b> <ul style="list-style-type: none"><li>Build a tailored “co-op program” that speaks directly to their role as aggregators: volume-based pricing, standardized SKUs for member fleets, streamlined ordering, and guaranteed in-season availability for overhauls and landings. Tie this explicitly to reducing downtime during seasonal overhauls and ensuring consistent supply for member fleets.</li></ul>
4	<b>Pursue Preferred-Supplier or Pilot Agreements</b> <ul style="list-style-type: none"><li>Approach selected co-ops and yards with a concrete pilot: limited set of high-velocity SKUs (engines/parts, hoses, batteries, nets/gear, safety equipment) and clear service commitments during peak seasons.</li></ul>
5	<b>Measure Impact and Expand to Additional Co-ops</b> <p>Track success with simple metrics:</p> <ul style="list-style-type: none"><li>Growth in recurring contracts,</li><li>Number of member vessels ordering through the co-op program, and regional partnerships.</li></ul> <p>Use these data to refine the offer and replicate the model across other co-ops and service yards in the Pacific Northwest, Mid-Atlantic, and Gulf of Mexico.</p>

# Commercial Fishing Companies

## GTM Strategy – Partnership with Coops

Goal: Use co-ops and cooperative shipyards as force multipliers that aggregate demand, influence supplier choice, and anchor Metric Marine regionally.



### Pacific Fishermen Shipyard & Electric (Seattle, WA)

- Seasonal overhaul hub for Alaska-bound fleets, creating concentrated demand for maintenance parts and equipment.
- Co-op buying structure with long-standing vendor ties—ideal for a preferred-supplier or pilot program.
- High-volume service periods during pre-season yard work, aligning well with Metric Marine's fast-delivery and stocked-inventory value proposition.
- Influences multiple vessels at once, giving Metric Marine leverage to access an entire fleet ecosystem rather than one boat at a time.



### Yankee Fishermen's Cooperative (Seabrook, NH)

- Member-owned landing and supply hub serving lobster, groundfish, and tuna vessels with daily operational needs.
- Sells fuel, ice, and retail goods, making it a natural channel for adding marine hardware, safety gear, and consumables.
- Relies on local dealers and word-of-mouth, leaving room for Metric Marine to fill supply gaps with standardized, reliable products.
- Aggregates the purchasing of many small operators, enabling Metric to reach dozens of individual boats through one relationship.

# Commercial Fishing Companies

## GTM Strategy – Launch Social Media Campaign

Goal: Meet procurement where they already are — and convert engagement into supply contracts tied to downtime reduction.

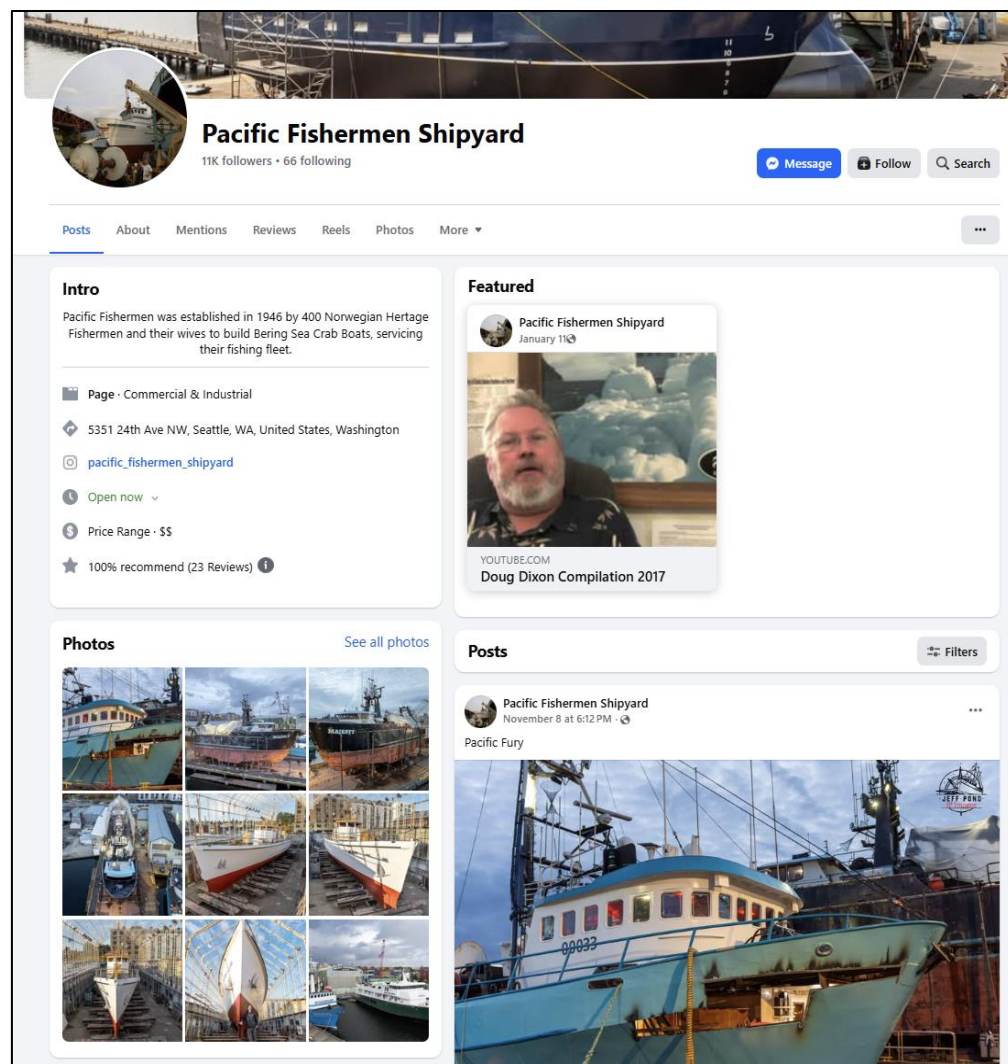
### Action Plan

1	<b>Build a LinkedIn Presence Focused on Procurement</b> <ul style="list-style-type: none"><li>• Publish weekly case stories of reducing downtime</li><li>• Feature SKUs matched to seasons (e.g., “Alaska Opener Prep Kit”)</li><li>• Target: Fleet Supply Managers + Procurement Directors</li></ul>
2	<b>Own Facebook Fishing Group Presence</b> <ul style="list-style-type: none"><li>• Join fishing + co-op community groups (<a href="#">Commercial Fishing Family</a>, <a href="#">Wickham</a>, <a href="#">Yankee</a>, <a href="#">Pacific</a>)</li><li>• Share quick-hit maintenance tips + “How we helped Fleet X stay on schedule”</li><li>• Localize posts around specific ports</li></ul>
3	<b>Engineer-Focused YouTube + Short Videos</b> <ul style="list-style-type: none"><li>• “How to ID the right hydraulic hose fast”</li><li>• “Inspection checklist before Bering season”</li><li>• CTA: Rapid order link + “Message our tech team”</li></ul>
4	<b>Social Listening + Account Intelligence</b> <ul style="list-style-type: none"><li>• Track where target buyers comment/like/share</li><li>• Identify seasonal trigger moments → ramp outreach when maintenance spikes</li><li>• Build contact + interest profiles for targeted follow-ups</li></ul>
5	<b>Convert Engagement → Relationships</b> <ul style="list-style-type: none"><li>• When a target interacts: immediate DM to assist with a current need</li><li>• Offer inventory reservation before season launch</li><li>• Book shipyard/co-op introductions → preferred supplier pipeline</li></ul>

# Commercial Fishing Companies

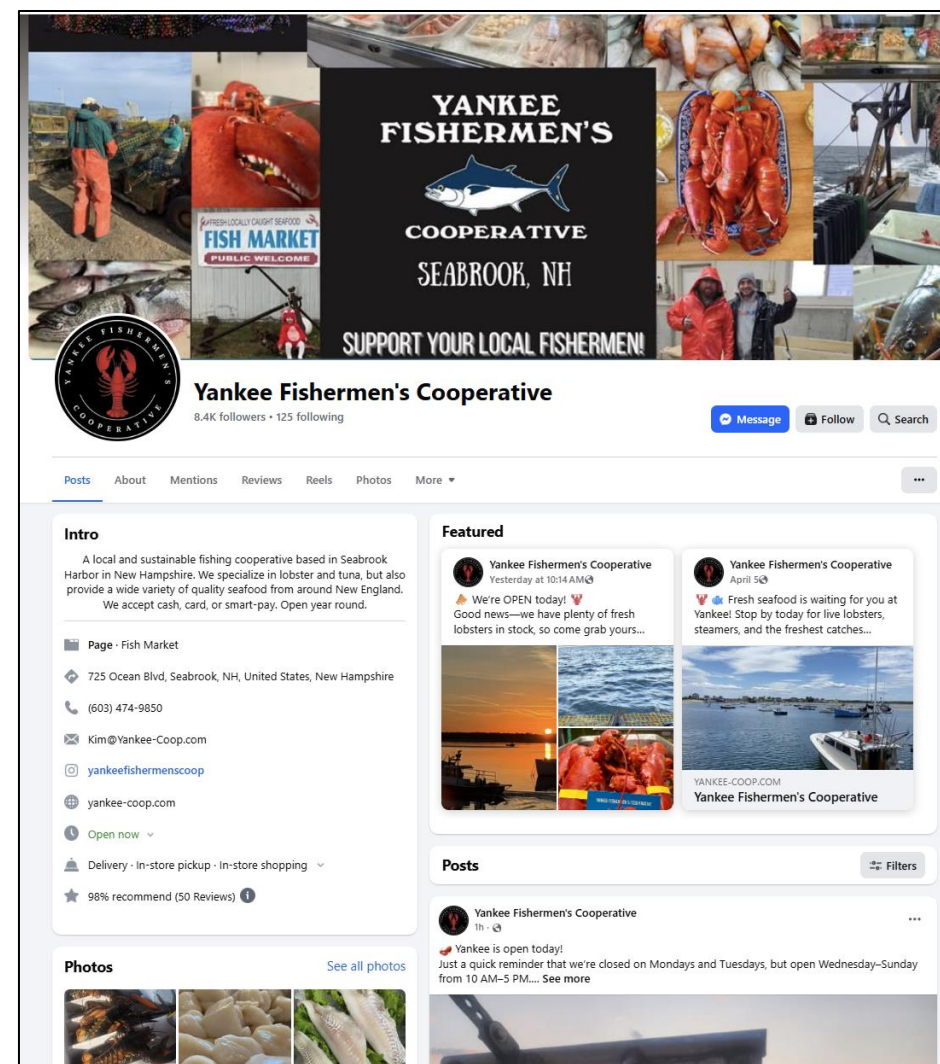
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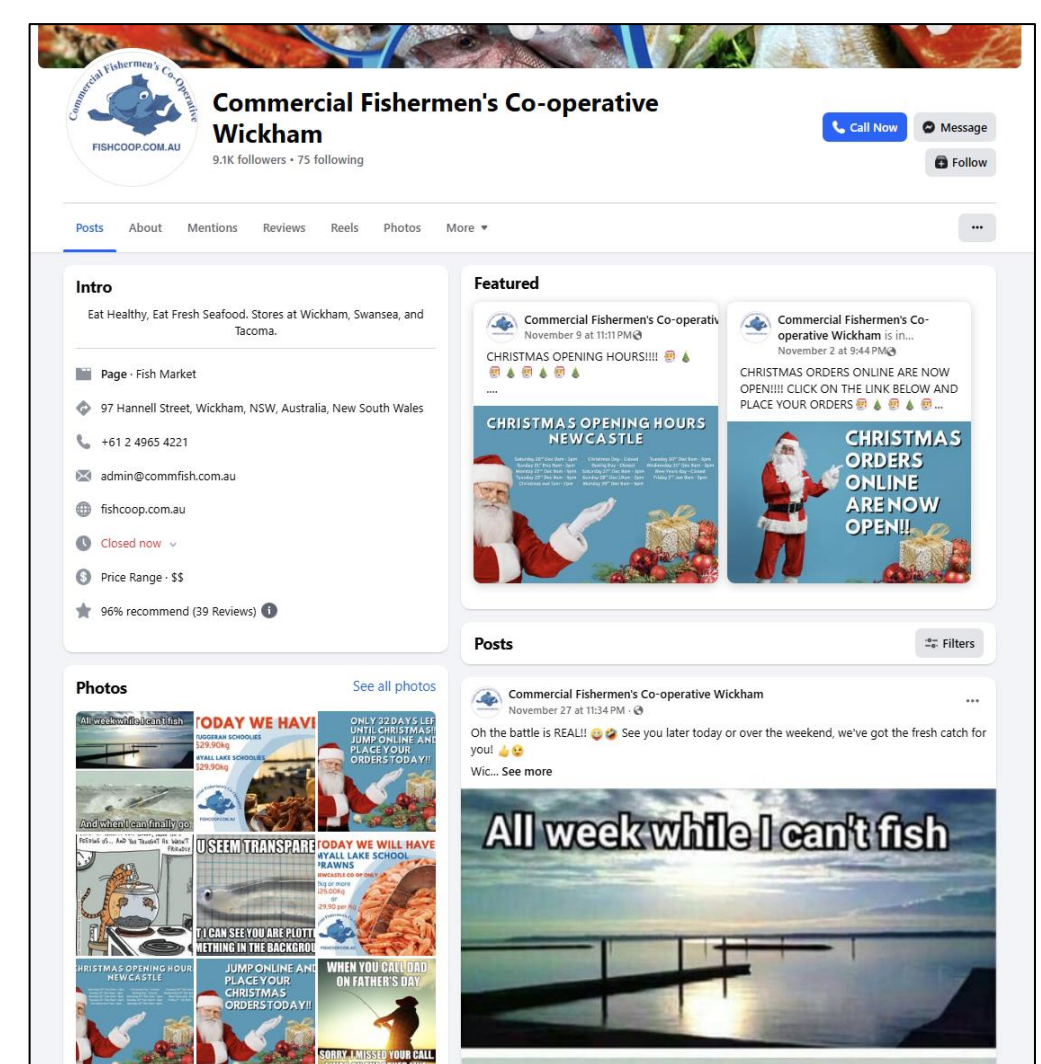
11k Followers

Last Post: Nov 20th



8.4k Followers

Last Post: Nov 30th



9.1k Followers

Last Post: Nov 27th

# Commercial Fishing Companies

## GTM Strategy – Make Market Map

Goal: Create clear, visual “market maps” that connect regional fishing realities, fleet types, buyer roles, and maintenance needs to Metric Marine’s product categories and partnerships—so sales, inventory, and partnerships all pull in the same direction.

### Action Plan

1	<p><b>Segment the Market by Region, Fleet Type, and Challenges</b></p> <p><b>Regions:</b> Pacific Northwest, Mid-Atlantic, Gulf of Mexico</p> <p><b>Per region:</b> primary catch, fleet type (small sustainable vs. mid-sized industrial vs. large trawlers), regulatory intensity, seasonality, and main operational challenges (habitat loss, climate shifts, hurricanes, low prices, pollution).</p>
2	<p><b>Overlay Buyer Journey and Purchaser Roles on Each Segment</b></p> <p>For each region/segment, map buyer journey stages—<i>Awareness, Consideration, Decision</i>—to the actual actions and tools buyers use (inspection triggers, maintenance logs, supplier discovery channels, procurement databases). Link these to specific purchaser titles (Marine Procurement Officer, Fleet Supply Manager, Vessel Superintendent, Owner-Operator, etc.) so you know who does what at each stage.</p>
3	<p><b>Map Fishing Needs to Product Categories and Service Capabilities</b></p> <p>For each region and fleet type, list the dominant maintenance and equipment needs (mechanical, electrical, preventive, safety/compliance) and connect them to Metric Marine product categories (engines/parts, generators, hoses, batteries, nets, electronics, buoys, safety gear, marine hardware, maintenance supplies) and service levers (speed, inventory depth, technical support).</p>
4	<p><b>Identify Gaps and Partnership Opportunities in Each Map Cell</b></p> <p>Within each region × fleet × need cell, note where existing competitors or OEM dealers are dominant and where there are gaps—for example, co-ops relying on local dealers for engines or fleets using internal supply arms. Flag cells where co-op partnerships, association ties, or regional hubs can most effectively fill those gaps.</p>
5	<p><b>Use the Market Maps to Drive Inventory, Sales Focus, and Expansion</b></p> <p>Turn the completed market maps into working tools:</p> <ul style="list-style-type: none"><li>• <b>Inventory planning:</b> tie SKUs and stock levels to the segments with highest downtime risk and tightest seasonality.</li><li>• <b>Sales focus:</b> give reps segment-specific talking points and target lists based on buyer roles and journey stages.</li><li>• <b>Growth roadmap:</b> use success metrics (recurring contracts, regional partnerships, adjacency into aquaculture/offshore) to decide which map cells to deepen next and which new regions/segments to add.</li></ul>

# Commercial Fishing Companies

## GTM Strategy – Make Market Map

### Pacific Coast

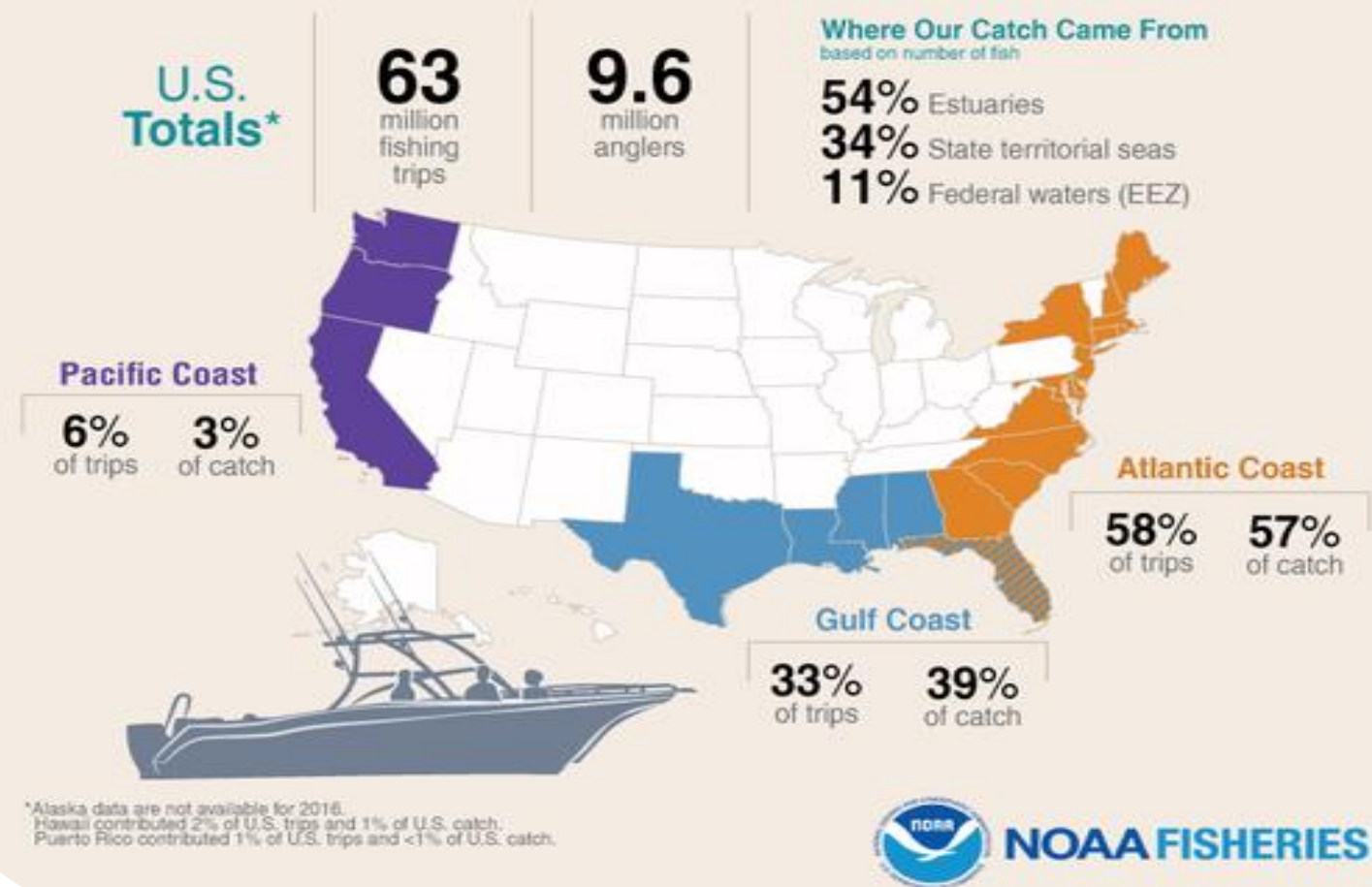
Seasonality: Strongly seasonal — major pre-season overhaul spike  
 Fleet Type: Smaller, sustainability-focused boats

#### Likely Order Items

- **Nets + crab gear** (high wear before season launch)
- **Safety equipment + compliance items** (strict regulation requirements)
- **Electrical + lighting parts** (cold-weather corrosion + visibility)
- **Hydraulic hoses + fittings** (trap-hauling strain)
- **Lubricants + sealants** (harsh environment → frequent resealing)
- **Test instruments** (pre-season inspections)

Categories Metric Marine carries: **Nets, electronics, safety gear, hoses, lubrication**

### 2016 U.S. Recreational Fisheries Saltwater Trips and Catch



### Atlantic Coast

Seasonality: Moderate — consistent usage across year

Fleet Type: Mid-sized industrial vessels

#### Likely Order Items

- **Engine maintenance parts** (frequent use + compliance checks)
- **Buoys + markers** (scallop gear & EEZ work)
- **Deck hardware & fasteners** (industrial fleet upkeep)
- **Electronics + radar replacements** (busy shipping corridors)
- **Consumables** like cleaning agents + PPE (moderate regulation intensity)

Metric Marine categories confirmed: **engines, hardware, electronics, cleaning**

### Gulf Coast

Seasonality: Shrimping year-round → continuous maintenance

Fleet Type: Large-scale trawlers

Environmental stress: Hurricanes + heavy corrosion

#### Likely Order Items

- **Generators & engine spares** (long seasons + heavy loads)
- **Batteries** (warm climate drain)
- **Pipes + hoses** (constant hydraulic wear)
- **Material handling gear** (high catch volume)

Metric Marine categories: **engines, hoses, batteries, safety, hardware**

04



# Yacht Management

How to win the market

# Yacht Management

## Market Overview

### Market Size

- The United States yacht charter market is approximately USD ~**1.5–1.6 billion**, representing ~**17–19%** of the global yacht charter market and growing at about **5.1% CAGR**, within a global market of USD 8-9 billion.

### Market Drivers

- Rising Domestic Luxury Travel & Experiential Demand.
- Growth of Charter-Based Ownership Models.

### Regional Segmentation (U.S.)

- Significant investment in marinas, coastal facilities, and support services is concentrated “especially in **Florida, California, and the Caribbean**,” positioning these as primary operational hubs for charter fleets and yacht service firms.
- **South Florida (Fort Lauderdale / Palm Beach)** emerges as the flagship cluster for yacht charters, management companies, and marine supply vendors, with many target companies and competitors headquartered or regionally based there.

### Ideal Customer Profile

- **Yacht Management Companies:** Full-service operational management (maintenance, crew, compliance, logistics, provisioning, spare parts sourcing) often integrated with charter programs to offset ownership costs
- **Organization type:** Yacht charter operators and yacht management companies that oversee fleets ranging from ~50–300+ ft yachts, often with global operations but strong presence in South Florida.

#### Operating characteristics:

- Manage maintenance, refits, provisioning, crew, and compliance.
- Require dependable rapid sourcing of spare parts and consumables, with global shipping and local delivery.
- Aim to keep yachts “turn-key” and charter-ready while using charter income to offset ownership costs.

# Yacht Management

## Competitive Landscape

Vendor	Location	Products and Services	Sales and Channel Model	Differentiator
<a href="#">National Marine Suppliers (NMS)</a>	Fort Lauderdale, FL (Bahia Mar)	40,000+ SKUs: safety gear, hardware, deck supplies, custom fabrication, global yacht logistics	Direct sales to captains & crew; account-managed B2B/B2C; in-store & global shipping + online/inquiry model	worldwide yacht support, solely focused on the yacht industry (linens, medical kits, toys etc)
<a href="#">Yacht Chandlers</a>	Fort Lauderdale, FL Antibes, France	Yacht provisioning, logistics, ship-store supplies, worldwide shipping, and local daily deliveries	Account-based mode: serving captains, chief stews, and fleet managers; high-touch customer relationships, <b>one-stop shop for superyachts</b> ; local delivery + global shipping	Dedicated superyacht provisioning (tailored), events, Instagram 5000 followers, very active high social media presence
<a href="#">West Marine / West Marine Pro</a>	HQ: Fort Lauderdale, FL; Stores Nationwide (U.S. & Caribbean)	100,000+ SKUs: electronics, engine parts, hardware, tools, safety, and Pro fleet support	Omnichannel: Retail + B2B “Pro” accounts; ecommerce & mobile app; national distribution to marinas, fleets, and service providers	Largest scale parts supplier; recently launched a mobile app for professionals.
<a href="#">Mega Marine</a>	Fort Lauderdale, FL (ships worldwide, especially <b>EUROPE</b> )	Yacht-parts: engine room & machinery parts, hull & deck hardware, safety equipment, standard/metric plumbing & hardware, toys	Online presence + direct order via phone/email; global shipping/distributor network	Emphasises “Whatever, Whenever, Wherever” delivery and sourcing standard, a <b>lot of partners in different sectors</b>
<a href="#">Marine Hardware Inc</a>	Redmond, WA (HQ), Ormond Beach, FL USA (regional)	Custom & standard marine hardware: deck fittings, rudders, shafts, OEM replacements	Manufacturing + distribution model; stocked inventory + custom runs	Capability to do custom fabrication for mega-yachts/refits

# Yacht Management

## GTM Strategy – Targeted Account Outreach & Relationship

### Building

Goal: Increase brand visibility and generate qualified leads from yacht charter & management procurement teams by positioning Metric Marine as the fast, reliable marine supply partner for high-end operations.

#### Action Plan

##### 1 LinkedIn Targeting of Procurement + Technical Decision-Makers

- Showcase rapid sourcing wins (“critical part delivered overnight in Fort Lauderdale”), stocked inventory, and charter-readiness support.

Target: Procurement Managers, Yacht Managers, Captains at Denison, IYC, Fraser, Yacht Management South Florida, marina ops teams.

##### 2 Luxury-Aligned Visual Content on Instagram

Photos: deliveries dockside, engine room consumables, safety gear kits, warehouse logistics → “zero-downtime” messaging.

Tag South Florida marinas + yacht fleets to reinforce alignment with charter operations.

##### 3 Presence in Marine Industry Associations & Boat Show Channels

- Push content tied to [MIASF](#), [U.S. Superyacht Association](#), and [FLIBS/PBIBS](#) participation (“Meet Us On-Dock”).
- Boost credibility by appearing where yacht ops leaders already network.

##### 4 Social Listening → Account Intelligence

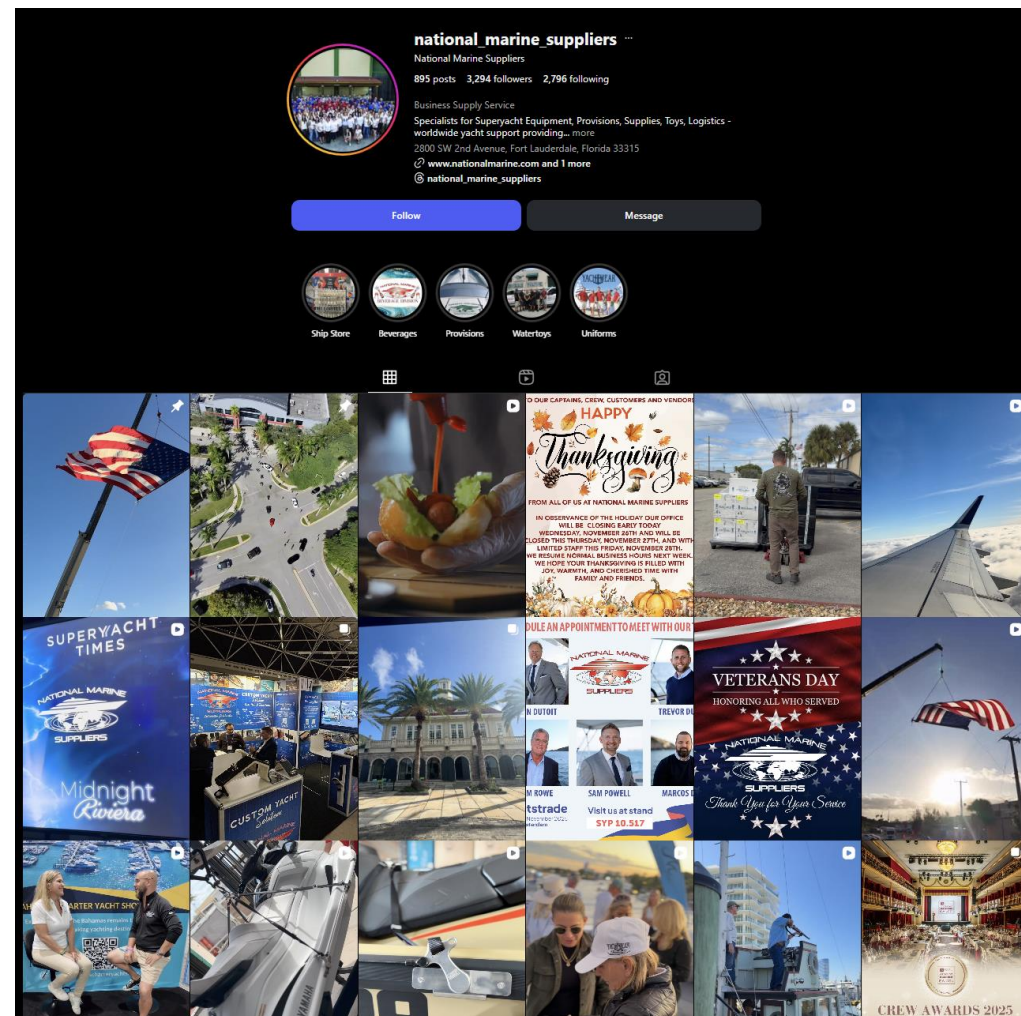
- Track which yacht managers engage (likes, comments, saves) and map what content they react to (maintenance cycles, provisioning, refits).
- Use discovery to build buyer profiles → what they need, when they need it.

##### 5 Convert Engagement → Procurement Meetings

- DM engaged buyers immediately: “What’s the #1 item holding up your next charter booking? We can source it fast.”
- Schedule intro calls + shipyard walk-arounds → push into high-touch sales pipeline

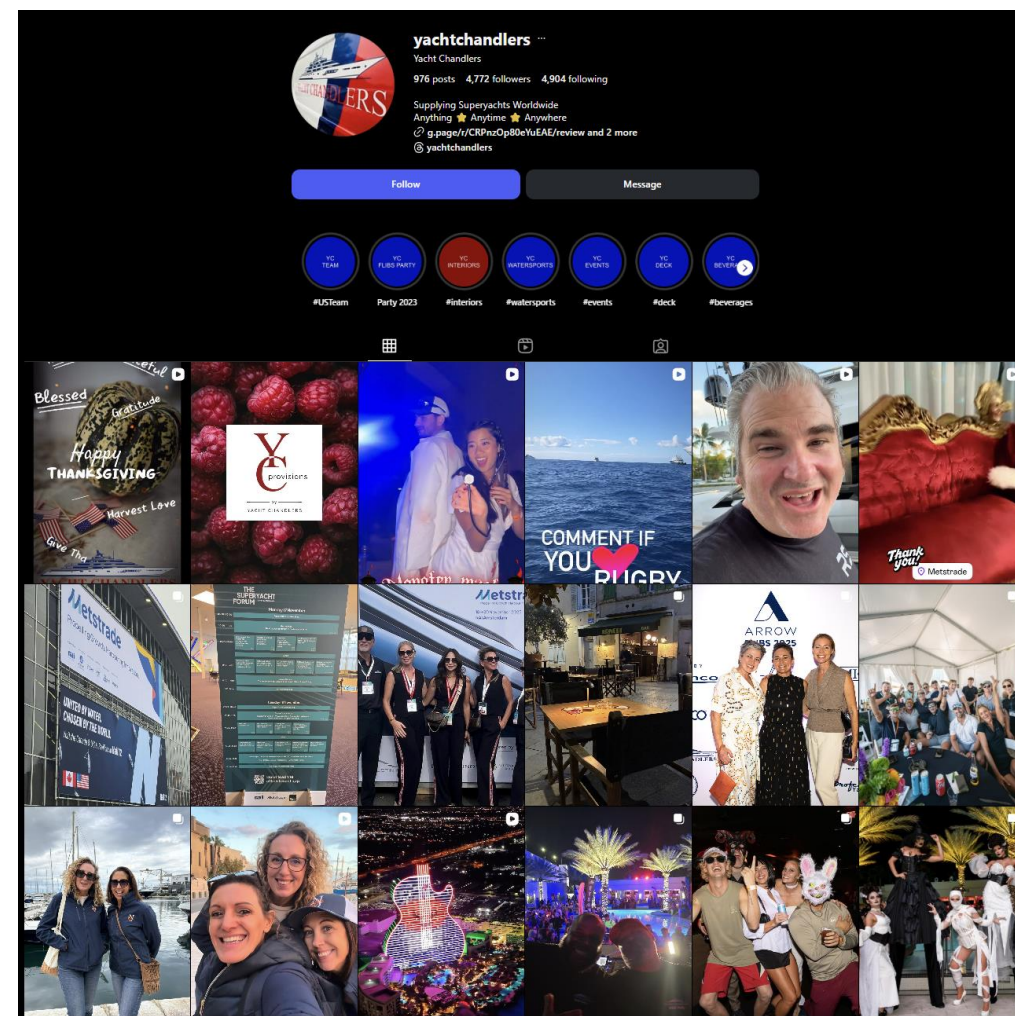
# Yacht Management

## GTM Strategy – Targeted Account Outreach & Relationship Building



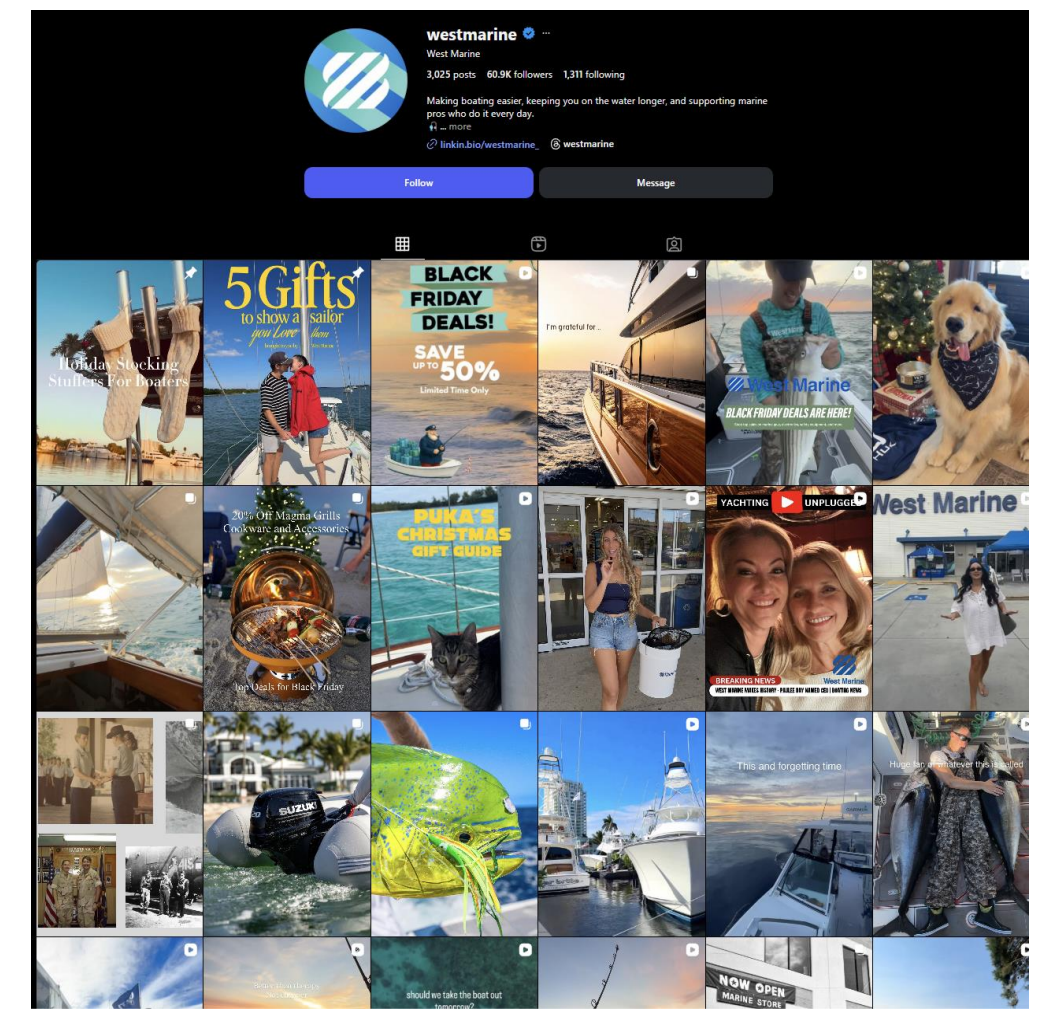
### National Marine Suppliers

Followers: 3,294  
Engagement Rate: 1.48%  
Average Likes: 45  
Weekly Posts: 2



### Yacht Chandlers

Followers: 4,772  
Engagement Rate: 0.52%  
Average Likes: 23  
Weekly Posts: 4



### West Marine

Followers: 60,989  
Engagement Rate: 5.80%  
Average Likes: 3,517  
Weekly Posts: 2

# Yacht Management

## GTM Strategy – Design a “Yacht-Specific” Supply Program

Goal: Create a tailored, yacht-specific supply program that aligns Metric Marine’s capabilities with the recurring operational, maintenance, and compliance needs of yacht charter and management clients.

### Action Plan

#### 1 Map Core Yacht Supply Needs

- Systematically determine what yachts’ primary marine supply needs are (e.g., critical parts, consumables, safety gear, refit items) based on the operational and maintenance responsibilities described for yacht managers.

#### 2 Align Needs to Metric Marine’s Existing Inventory & Capabilities

- Align these identified needs with what Metric Marine can already provide and where it can reliably source rapid replacements to support “turn-key” yacht management and charter operations.

#### 3 Develop Yacht-Specific Supply Packages

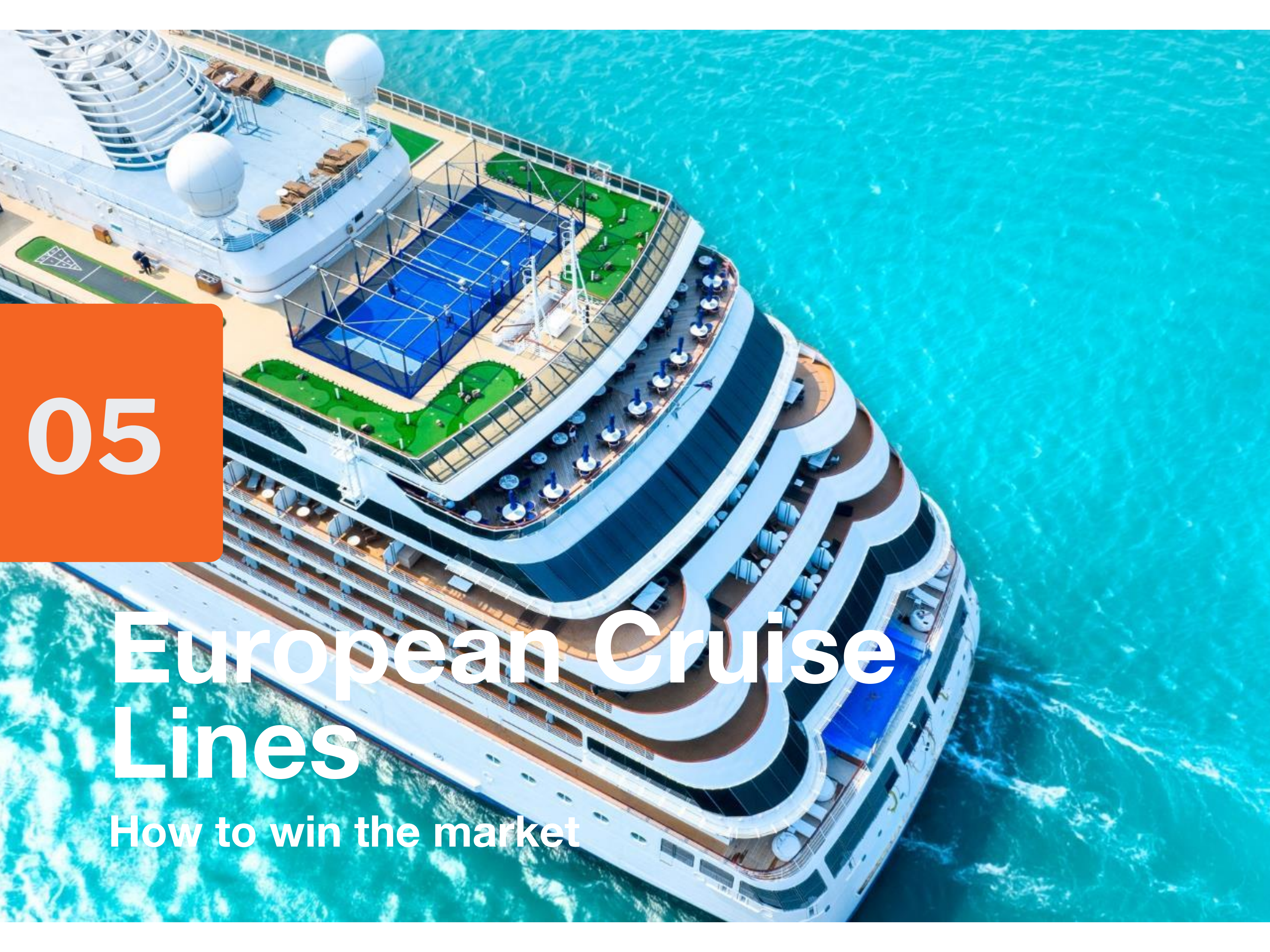
- Offer specific packages catered towards yacht needs, such as standardized “charter season readiness,” “maintenance/refit,” or “compliance and safety” bundles, tailored to the workflow of yacht managers and captains.

#### 4 Build Flexible Logistics & Delivery Options

- Structure the program to support global shipping and local deliveries in South Florida and other key hubs, mirroring the logistics models used by existing yacht-focused suppliers described in the document.

#### 5 Integrate Program with Success Metrics

- Tie the yacht-specific program to clear success metrics—revenue growth, successful conversion of yacht clients, client retention, and engagement quality—to ensure the offering drives measurable impact.



05

# European Cruise Lines

How to win the market

# European Cruise Lines

## Market Overview

Region	Market Size	Share	CAGR	Additional notes
Europe	\$3.0–3.5B	35–38%	5–7%	Largest cruise deployment region; high port density; strong supplier demand
North America	\$2.5–3.0B	30–33%	4–5%	Mature + stable
Asia-Pacific	\$1.5–1.7B	17–20%	8–9%	Fastest-growing

### Why Europe Matters Most:

- Hosts the **highest number of cruise itineraries globally**
- Dense network of major ports = **frequent, recurring procurement needs**
- Strong new build pipeline in **Germany, France, Italy, Finland**

# Key Market Drivers

## A. Sustainability & Regulatory Pressure (EU ETS, IMO, EEXI)

EU regulations force cruise lines to:

- upgrade parts
- retrofit systems (fuel efficiency, emissions, wastewater)
- use eco-certified consumables

### **This drives:**

Consistent demand for **replacement parts** + approved, compliant materials.

## B. Multi-Port, Year-Round Operations

Cruise lines move through 5–10 EU ports per route.

### **What buyers need:**

- consistent SKUs across ports
- consolidated documentation
- predictable delivery + pricing
- partner who can manage **multi-country customs + bonded goods**

# European Cruise Lines

## Competitive Landscape

Vendor	Location	Products and Services	Sales and Channel Model	Differentiator
<a href="#">National Marine Suppliers (NMS)</a> (USA)	Fort Lauderdale, FL, USA (HQ); Rotterdam (NL) office	40,000+ SKUs: safety gear, hardware, provisions, technical spares, custom fabrication, global logistics, compliance support	Direct B2B; dedicated account management; online inquiry/order & global shipping; in-port service (EU & US)	Major US-based with permanent EU warehouse and logistics hub, focused on cruise staff, works with all leading US/EU cruise lines
<a href="#">MSP (Multi Sales &amp; Products)</a> (USA)	Miami, FL, USA (HQ), Nantes, France (EU platform)	Marine technical spares, hotel/galley equipment, safety, F&B, bonded stores, cleaning, new build and hotel refit supplies	Direct B2B; multi-lingual support; US/EU logistics hubs, ships worldwide; serves dry/wet docks and routine ops	US-based but with a European logistics footprint; serves major lines (Carnival, Royal Caribbean, etc), new build focus
<a href="#">LIMANi Supply Group</a> (EU)	Madrid, Spain (HQ); Rotterdam & 115+ European ports	Technical supplies, spares, deck/engine/cabin, safety, F&B, cleaning, repairs, value-added logistics	Direct B2B, port delivery, 24/7, client platform for consolidated ordering across multiple EU ports	Largest multi-port European technical provisions network, customized logistics, multi-country compliance
<a href="#">AVS Global Ship Supply</a> (EU)	Rotterdam, Hamburg, Piraeus, Marseille, Antwerp	Deck, engine, cabin, bonded stores, provisions, regulatory compliance (IMO, SOLAS, MARPOL), safety, spare parts	24/7 support, global distribution, ISO certified, works with cruise/ferry fleets	1500+ ports worldwide, deep regulatory expertise, strong cruise partnerships, rapid response ops

# European Cruise Lines

## GTM Strategy – Industry Access & Credibility

Goal: By joining key organizations and having a physical presence at major events, they establish trust, validate compliance, and gain direct access to procurement decision-makers who heavily value industry tenure.

### Action Plan

1	<b>CLIA Europe Membership</b> Join the Cruise Lines International Association (CLIA Europe). This signals to targets like MSC and TUI that Metric Marine is invested in European regulatory standards (MARPOL, IMO) and fleet safety, a critical prerequisite for consideration.
2	<b>Prioritize IMPA London Attendance</b> The International Marine Purchasing Association (IMPA) event in London is crucial as it is specifically purchasing-centric. Focus event efforts on securing pre-scheduled meetings with <b>Procurement Managers</b> from the target companies
3	<b>Secure mycruiseship.info Listing</b> Obtain and optimize a listing in Europe's largest cruise supplier directory. Use keywords centered on "Eco-Friendly," "MARPOL-Compliant," and "Multi-Port Service" to ensure Metric Marine appears in buyer searches alongside established competitors.
4	<b>Convert Leads to Opportunities</b> Immediately following major trade events, host small, exclusive online workshops targeting procurement teams on topics like " <i>Simplifying Eco-Compliance in Ship Supply</i> ." This provides high-value content and converts meeting notes into sales leads.
5	<b>Active Role in Association Work Groups</b> Dedicate resources to participate in IMPA or CLIA work groups focused on sustainability or supply chain digitization. This positions Metric Marine not just as a supplier, but as an expert partner, building deeper ties with key industry figures.

# European Cruise Lines

## GTM Strategy – Expansion & Acquisition through Logistics Efficiency

Goal: The strategy is to establish Metric Marine as the superior alternative to large, generalist European suppliers by solving the fundamental economic problem of high freight costs on consolidated orders.

### Action Plan

1	<b>Implement Minimum Order Volume (MOV) &amp; Freight Waiver</b> For current low-volume clients (TUI, Carnival UK), offer 100% free freight on all orders that meet a specific quarterly Minimum Order Volume (MOV). This is the immediate, direct solution to the shipping cost obstacle, incentivizing them to consolidate small, expensive ad hoc orders into large, profitable Metric Marine shipments.
2	<b>Strategic Bundling: The "Compliance Kit"</b> Create specialized, standardized Eco-Compliance Bundles containing 90 days of necessary consumables (MARPOL-compliant cleaning, galley supplies, etc.). This simplifies the buying process for the Technical Purchaser and ensures that any order they place is automatically high-volume, maximizing driving down shipping cost.
3	<b>Content Focused on Risk Reduction &amp; Total Landed Cost</b> Develop acquisition content reducing regulatory risk and contrasting the overall cost (Product + Shipping) of Metric Marine's consolidated TLC versus the fragmented TLC of competitors. This data-driven approach appeals to Sourcing Specialists at new targets like MSC.
4	<b>Tiered Volume Loyalty Rebate</b> Implement a tiered, end-of-quarter rebate on the total bill if the client increases their purchase volume by a measurable percentage (e.g., 25%) compared to the previous quarter. This financially rewards shifting spend away from competitors.
5	<b>High-Value Pilot Conversion</b> To acquire new accounts (like MSC), offer a one-time, 90-day freight credit on their first order that meets the MOV. This allows the prospect to test the reliability and cost savings of the new, consolidated logistics model before committing to a contract.

# Recommendation Overview

	Commercial Fishing	Yacht Management	European Cruise Lines
Why it Fits	Commercial fishing fleets run high-value vessels on tight, regulated seasons, so they need a reliable parts and supply partner that can keep them at “zero downtime at sea.”	The yacht charter and management industry is a strong fit for Metric Marine because it relies on constant, high-touch sourcing of parts, supplies, and logistics support—creating recurring demand that aligns with Metric Marine’s core capabilities.	European cruise lines are an ideal market for Metric Marine because centralized procurement combined with frequent port-by-port resupply creates an opening for a reliable supplier with consistent SKUs and strong documentation.
Suggested Strategies	<p><b>GTM Levers</b></p> <p><b>Partnership with Coops</b> Use co-ops and cooperative shipyards as force multipliers that aggregate demand, influence supplier choice, and anchor Metric Marine regionally.</p> <p><b>Launch Social Media Campaign</b> Meet procurement where they already are — and convert engagement into supply contracts tied to downtime reduction.</p> <p><b>Make Market Map</b> Create clear, visual “market maps” that connect regional fishing realities, fleet types, buyer roles, and maintenance needs to Metric Marine’s product categories and partnerships—so sales, inventory, and partnerships all pull in the same direction.</p>	<p><b>GTM Levers</b></p> <p><b>Design a “Yacht-Specific” Supply Program</b> Create a tailored, yacht-specific supply program that aligns Metric Marine’s capabilities with the recurring operational, maintenance, and compliance needs of yacht charter and management clients.</p> <p><b>Targeted Account Outreach &amp; Relationship Building</b> Increase brand visibility and generate qualified leads from yacht charter &amp; management procurement teams by positioning Metric Marine as the fast, reliable marine supply partner for high-end operations.</p>	<p><b>GTM Levers</b></p> <p><b>Industry Access &amp; Credibility</b> By joining key organizations and having a physical presence at major events, they establish trust, validate compliance, and gain direct access to procurement decision-makers who heavily value industry tenure.</p> <p><b>Expansion &amp; Acquisition through Logistics Efficiency</b> The strategy is to establish Metric Marine as the superior alternative to large, generalist European suppliers by solving the fundamental economic problem of high freight costs on consolidated orders.</p>



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# Thank You!

Any Questions?

