

Seychelles Investment Bureau



Guidelines to Assist in Writing Your Business Plan

HIRE CRAFT / BOAT CHARTER

- Business Plan Prepared By:
- For and On Behalf Of:
- Submitted To S.I.B. On:

Tick here

- **Enclosed** :Other Documents Relevant to your Project

You can also e- mail us your Business Plan at sib@seychelles.sc

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www.sib.sc

Checklist: Hire- craft

Please ensure that the following accompany your project submission:

- **Project Summary Sheet**
- **CV of promoter and that of skipper (if different from promoter).**
- **Photos/Sketch of boat**
- **Other references/certificates or relevant documents**
- **Completed Environmental Authorisation Form**
- **Boat Builder's Certificate.**
- **Character Certificate – Obtainable from the Police**
- **Company Registration (if a registered company, Certificate of Incorporation, Memorandum & Article of Association)**
- **Electronic version of Business Plan**

Project Summary Sheet

1 Name of Promoter(s)

2 Promoter contact details

3 Nationality of promoter. If naturalised provide 'Certificate of Naturalisation'. If foreigner provide 'Character Certificate'

4 Shareholders / Directors / Partners of business

5 Brief Project Description

6 Location/ Base of Project/ Vessels

7 Level and Type of Investment and Financing:

Amount of investment: _____

Borrowings: _____

Personal Contributions: _____

8 Employment:

Number of local employees: _____

Number of foreign employees: _____

9 Proposed No. vessels in fleet and owner of each vessel

10 Construction Commencement Date of Vessel (if applicable)

11 Construction Completion Date of Vessel (if applicable)

12 Launching Date

INTRODUCTION

Once a project is conceived and is in line with the Tourism Policy, the promoter has to write out a project memorandum. The writing up of this memorandum will help the promoter to think carefully through the process of what the project is involved and provide as much information as possible. This document should clearly state the type of activity the promoter intends to undertake and clearly define his/ her intentions. Detailed justification should be provided for the option selected.

FORMAT FOR PROJECT MEMORANDUM

I. SYNOPSIS

This briefly describes what the project is about and what it hopes to achieve. A good synopsis makes it easier for the reader to grasp the details as they unfold. Usually a few sentences will suffice.

- Name of promoter
- Address
- Telephone/Fax number/E-mail

- Name and address of the owner of the vessel (if different from promoter)
- Are you employed in the Public Sector Yes No

JUSTIFICATION This part should also state justification for the merit of the project and how it will benefit the tourism industry, the country and the economy.

II. PROJECT DESCRIPTION

This describes the detailed technical, financial and other aspects of the project. It is divided into several sections.

1. BACKGROUND

The background section should cover issues such as:

- Promoters' Nationality
- Professional Status
- Promoters' Experience in the field
- Previous/ Current Activities
- Earlier phases of the present project if it is a continuation/ extension project
- Any other details

2. TECHNICAL DESCRIPTION

The range of issues to be covered under technical description is wide and depends on the nature of the project. The checklist provided below should serve as a guide. The issues should also cover:

Location/Base of activity

Services to be offered, such as diving, fishing, excursions, etc

Sites/ places to be visited.

Boat specification (see checklist)

Checklist for Technical Description:

- Project size (no. of boats/ vessels)
- Length
- Width
- Dimension
- Ton (carrying capacity)
- Mast
- Engine details/ type
- Range of operation
- No. of cabins
- No. of beds
- Cruising speed
- Holding tank
- Water maker
- Equipment: Generators, dive compressors, gas cylinders, tender, boiler, radar, VHF SSB meteo fax, GPS plotter, echo sound, wind station.
- Safety equipment (First Aid kit, Lifejackets, etc.)
- Others

3. FINANCIAL ANALYSIS

This section of the project memorandum should analyse the financial implications of the project. Such analysis should cover:

- (a) **Capital Expenditure:** Total capital expenditure should be broken down into logical components. It may adopt the following classification for capital expenditure:

- Boat(s)/ Vessel(s)
- Equipment
- Engine (Spares)
- Other capital expenditure

- (b) **Recurrent costs:** Financial analysis of the project should include analysis of recurrent cost that would be incurred when the construction phase is over and the project is operational. The following checklist should be used in estimating recurrent costs of projects.

Checklist for recurrent costs

- Salaries (including breakdown of individual salaries)
- Allowances
- Social Security
- Administration costs
- GOP's
- Consumable materials (Food Related, Others e.g. soaps, tissues, etc.)
- Running costs (fuel)
- Insurance
- Marketing
- Fuel costs (generator running/ kerosene/ etc.)
- Other Charges (Accountancy fees, Rent, Maintenance/ etc)
- Replacements
- Taxes (Trades Tax, Business Tax)

Total Recurrent Cost

Other charges to Profit and Loss Account

- Depreciation
- Interest on Loan

(c) **Revenue**:- Revenues to be derived from the project should be thoroughly discussed when carrying out the financial analysis of the project.

- Occupancy rate
- Operating days
- Revenue per charter
- No. of trips per vessel per operating period
- Other revenue

Total revenue

N.B. If the project is functioning, the Audited Accounts (Profit and Loss, Balance Sheet) of the previous year must be submitted.

Every effort should be made to get the financial sums right since poor financial analysis may lead to delays in projects implementation. These figures will later be compared with comparative averages.

4. FINANCE ASPECTS

The mode of financing of the project should be specified clearly. Items should include the following:-

- Loan from private individuals / non-banking entities
- Amount of Loan from Commercial Bank/DBS
- Amount of personnel contribution
- Foreign financial institutions fund
- Contribution of foreign partner
- Company details on shareholders contribution/ funds

5. FOREIGN EXCHANGE COSTS/ EARNINGS:

List detail of all foreign exchange earnings and cost. The figures must be in terms of the foreign currency spent. However, please note that these amounts already form a part of Capital Cost Revenue.

Costs

- Importation details (Equipment/ Vessels/ Engines/ etc.)
- Cost of each item in foreign currency

Earnings:-

- State total earnings in foreign exchange expected from the project.

6. MANAGEMENT ASPECTS

The project memorandum should specify the organisational structure of the project. Importance should be given to detailing all aspects of the organisation including the following:-

- Sole Proprietorship
- Partnership (Give the name and contribution/ holding of each partner)
- Company (Give shares/ shareholding of each member and names of the shareholders)
- Foreign participants (State the name and other particulars along with contribution/ holding)

7. MANPOWER ASPECTS

This section specifies the number of staff required and the manner in which they will be recruited

- a. Occupation/Field (post title)
- b. Number needed
- c. Minimum salary
- d. Minimum level of Education/Training (minimum work experience)
- e. *Source i.e. recruitment, promotions, transfer, expatriates/ etc.
- f. Date on which required
- g. Pre-opening training plans, programmes,

***Source** (Where/ How the promoter expects to obtain the manpower needed) i.e.

- Recruitment (Is it from the national labour market or abroad)
- Promotion (Is an existing staff to be promoted to a higher level)
- Transfer (Transfer of staff from an existing establishment into a new one. Please indicate if the staff is being transferred from a unit/ section of the same establishment into the proposed unit/ section where applicable)
- Expatriate (Recruitment of an expatriate from the international labour market)

8. MARKETING ASPECTS

Give details on how and where the product is to be marketed

- Tour Operators
- Personal contacts abroad
- Marketing countries
- Others

9. ENVIRONMENTAL ASPECTS

This section should take into account externalities. All details of any environmental impact must be listed.

- Holding tank
- Waste disposal
- Others

10. IMPLEMENTATION PLAN

This section explains how the project will be implemented. Main project activities and sub-activities should be scheduled in terms of expected completion dates. Target dates should be realistic and must be determined bearing in mind the internal logic of the project as well as the project's relationship with other projects. For simple projects a bar chart will be enough as a visual presentation of the implementation plan. The following checklist shows some project implementation activities.

Checklist for implementation plan

- Obtain funds
- Purchase vessel (s)
- Purchase equipment
- Recruit staff
- Train staff
- Start operation

Annex: These Maritime Safety Requirements Serve as Guidelines to Your Proposed Hire Craft Business

Item No.	Description of safety appliances and equipment					
		HC>60	HC< 60	HC< 10	HC< 2	HC B
	units					
1	Approved lifejackets for each person onboard plus 10%	X	X	X	X	
2	Suitable buoyancy aid for each person onboard					X
3	Life-buoys with self-igniting light plus 20 meters of light rope	X	X	X	X	
4	Four hand-held red distress flares	X	X			
5	Two hand-held red distress flares			X	X	
6	Four red rocket parachute flares	X	X			
7	Two red rocket parachute flares			X	X	
8	Two buoyant orange smoke markers	X	X	X		
9	One waterproof signaling torch with a full set of spare batteries and two spare bulbs	X	X	X	X	
10	One radar reflector	X	X	X	X	
11	MF radio telephone (approved or GMDSS type for area 2) or Inmarsat communication system	X				
12	VHF radio telephone (approved or GMDSS type for area 1)	X	X	X		
13	Echo sounder or lead line	X	X	X	X	
14	Suitable magnetic compass with table of deviation	X	X	X		
15	Hand bearing or spare compass	X	X			
16	Navigation charts appropriate for the voyage or operation area	X	X			
17	Electronic navigation equipment to determine position .	X	X	X		
18	Navigation equipments, publications and appropriate tables for celestial navigation	X				
19	Log book	X	X			
20	One CO2 or Chemical fire extinguisher of at least 1.5kg with the last service date not more than 12 months			X	X	
21	Two fire extinguishers as prescribed in item 21	X	X			
22	One manually operated bilge pump / suitable bailer	X	X	X	X	
23	Two paddles or oars (small boats)					X
24	Suitable steel anchor and chain with at least 200 meters(may be less for vessel category) or synthetic rope of adequate size and strength to the satisfaction of the Authority	X	X	X	X	X
25	Spare steel anchor with chain or rope of adequate length, size and strength to the satisfaction of the Authority	X	X	X	X	
26	One liter of drinking water for each person onboard	X	X	X	X	
27	First Aid box	X	X	X	X	
28	Inflatable life-rafts to accommodate all person onboard	X				
29	Navigation Lights	X	X	X	X	
30	Garbage Book	X	X	X	X	
30	Certificate of Registry					
31	Safety Equipment Certificate	X	X	X	X	X
32	Operating License	X	X	X	X	X
33	Ship Station License	X	X	X	X	X
34	Ship Radio Certificate	X	X	X	X	X

Key:

- HC>60 : Hire craft operating over 60 miles from inhabited shores within Seychelles coastal trading areas
- HC 60 : Hire craft operating under 60 miles from inhabited shores within Seychelles coastal trading areas
- HC 10 : Hire craft operating under 10 miles from inhabited shores within Seychelles coastal trading areas
- HC 2 : Hire craft operating under 2 miles from inhabited shores within Seychelles coastal trading areas
- HC B : Beach-crafts

Rule 2

Vessels of categories HC 60, HC 10 and HC 2, which does not have onboard life-raft(s) capable of carrying all the occupants of the vessel, shall carry life-buoys at a ratio of one life-buoy for every two persons onboard.

Rule 3

Security and accessibility of equipment

All safety appliances and equipment shall be stowed, secured, packed or installed, as the case may be, as to be readily accessible at all times by all persons onboard. Storage spaces shall not be locked at any time whilst the vessel is being used. All equipment shall be stowed, secured, packed or installed in such a way as to ensure its safe carriage in any state of weather.

Rule 4

The Coxswain of any vessel shall -

- (a) Inspect the safety appliances and equipment regularly and ensure that they are in good working condition; and
- (b) Not use or display, or cause any person to use or display: -
 - (i) Any signal which by regulation is declared to be a signal of distress, except in the circumstances an for the purpose prescribed; or
 - (ii) Any other signal, which can possibly be mistaken for any such signal of distress.