



**The Marina Manual** is based on systems used during 25 years in many countries. It is a comprehensive solution for the administration, marketing, safe operation, and profitable ownership of marinas.

Almost all sectors of business and industry have operating manuals (e.g. hotels, airports, hospitals, factories, company HQs). Now the marina sector has its own manual.

Jack Welch, the legendary boss of General Electric of the USA, said:

**If it's not simple, it won't be understood. If it's not understood, it won't get done.**

Therefore **The Marina Manual** is written in a very clear and very simple style. It provides all the knowhow needed to run a marina.

1. The selling price of \$11,000 for the two volumes is only equivalent to about 3 days of fees from a lawyer. One of the benefits of **The Marina Manual** is that it reduces the amount that marinas have to pay lawyers, either during set-up or during later years.
2. Quality, profitability, and safety are important and all these subjects are included.
3. **The Marina Manual** is different from a marina management application. It covers almost every aspect of administering and operating a marina.
4. The price is approximately equal to the employment cost of a marina manager for 1 month. He/she cannot write **The Marina Manual** in 1 month, even if he/she has the knowledge to do so.
5. Hidden in the cost of **The Marina Manual** is more than \$300,000 of fees from legal, accountancy, and health & safety experts.
6. With **The Marina Manual**, obtaining ISO 9001 and ISO 14001 certification is easy.
7. In many countries a director or manager can be held criminally liable in case of accidents on the marina. The procedures and systems in **The Marina Manual** are designed to protect you from legal liability.
8. A marina can negotiate a substantial reduction of its insurance premium if it adopts **The Marina Manual**.

**The Marina Manual** will save the marina developer and his team hundreds of hours of work and many headaches. It contains all the information and documents needed for the day-to-day operation of a marina.