

Seatow franchisees can increase revenue with a FUELBOTE operation.

Dateline May 15,2012

How do Seatow or BoatUS service providers find increased revenue and profits?

The answer is to purchase a FUELBOTE and exclusive territory to add new services to their already existing customer base and help expand that base. A FUELBOTE is exactly what it sounds like, a “fuel boat” that delivers marine fuel to a boat or yacht right at their pier or marina dock. A FUELBOTE can also do waste pump-out and deliver to the customers dock any marine store item like lines, bumpers, vests, repair parts etc.

A Seatow owner has “dead time” and usually an assistant or partner to operate a 24/7 business. During this idle time an owner can operate or just manage the operation of a FUELBOTE and increase his revenue during the same hour. The marine fuel business model of the vessel is really akin to a mobile marina service. Marine gas and marine diesel usually sells for \$1.00 to \$1.50 over street costs and an operator can easily pump 1,000 to 2,000 gallons per shift from the 23ft. 600 gallon base model. The boat is trailered to wholesale fueling racks for refill when needed. The entire operation can easily be managed from a laptop in the office of the Seatow owner or on his rescue vessel.

Cross marketing both business's is very time effective and one can offer discounts for double sign-up. Any Seatow owner has the right qualifications to operate a FUELBOTE and is already familiar with the surrounding shoreline waters and municipalities he operates in. Both Seatow and FUELBOTE offer protected territory rights but FUELBOTE at this time does not charge franchise fees yet offers assistance with sales materials and training. BoatUS operators of rescue vessels are not franchisees but have all the same advantages in owning a marine fuel distribution business to expand revenues.

What could be better than working on the water for a living and finding new opportunities to expand? The website for FUELBOTE is www.fuelbote.com where all the basics are covered and explained about this new business offering. They are manufactured of stainless steel and are all produced right in the US at BCA Industries in Milwaukee WI. Manufacturing is covered a bit at www.bca-industries.com with photos in process. Seatow information can be found at www.seatow.com .

Any marina owner, shoreline construction company or waterway service company should check out the opportunity as these territories get filled with what is a very convenient and desirable way to deliver marine refueling and services to boaters.