



Business plan for Coast Guard Auxiliary Flotillas



Today's Auxiliary



- * The Auxiliary is "**NOT your fathers Auxiliary**". Funding issues are now a major issue to the success of the Auxiliary and its value to the Coast Guard.
- * The Coast Guard needs the Auxiliary and the Auxiliary needs the Coast Guard.
- * With that being said, how do we effectively, efficiently and financial do what is necessary to sustain and grow D11SR and its value in this AOR.



The content will include **Income / Expenses**

The relationship between **recruiting and retentions.**

Active members and **inactive members, quorums and membership rolls.**

Recruiting Values from **Public Affairs, Public Education, Vessel Exams, etc.**



Commandant's Vision

Charting the Course of the United States Coast Guard

“We are defined by our Missions, People and Heritage. We will selflessly serve our Country and perform our duties in a manner that secures the trust and confidence of mariners and citizens alike. We will set a course that steadies the Service, honors our profession, strengthens our partnerships, and respects our Shipmates.”

Semper Paratus



Coast Guard Mission Statement

- * To administer the various bridge statutes, environmental laws of the United States, pertinent regulations and policies in a timely, courteous, responsive and professional manner. This mission will contribute to the development of a safer, more efficient and convenient marine and land transportation system that will effectively utilize and conserve the nations resources in a cost efficient manner, while providing for the well-being, general safety, security, and interests of the citizens of the United States.**



The 4 “P”s of Marketing



1. Using the 4 P's of marketing the flotilla when recruiting: product, price, placement, promotion.
2. The "opportunity loss" when flotilla members are working hard, but not on the core missions of the Auxiliary.

Finally, is there a way to measure a Flotilla's "return on investment" in a tangible way.



Marketing Your Flotilla



- * Marketing your Flotilla is about how you position it to satisfy your AOR's needs. There are four critical elements in marketing your Flotilla. They are the four P's of marketing.
- * 1. **Product**. The right product/service to satisfy the needs of your AOR's target customer.
- * 2. **Price**. The right product/service offered at the right price.
- * 3. **Place**. The right product/service at the right price available in the right AOR place for the potential member/boater.
- * 4. **Promotion**. Informing potential Member/Boater of the availability of the services, its price and its place.



Product



- * 1. What features are considered basic features by your customers (ones that must be offered)?
- * 2. What features are missing from the existing product/service choices in the market place? How can your product/service address this gap?
- * 3. What are the key features/benefits of your product and service, especially as they compare to what your competitors are supplying?
- * 4. How can your product/service give you an advantage in the marketplace?



Price



- * 1. How sensitive is your target market to changes in prices?
- * 2. How does your expected pricing compare to your competition's pricing?
- * 3. Will pricing make your business special?
- * 4. How will your products/services provide a better price-performance balance than your competitors' products/services?



Place



- * **1. What promotion efforts are most effective for your target market?**
- * **2. How can your promotion strategy give you an advantage in the marketplace?**
- * ***Further Assessment***
- * **Your Product Your Competitors' Product**
- * **Advertising, Radio, Television, Print, Electronic, Word of Mouth, Generic, Public Relations, Personal Selling, Sales Promotion**



Promotions



- * 1. What promotion efforts are most effective for your target market?
- * 2. How can your promotion strategy give you an advantage in the marketplace?



The four P's...

- * **Product, Price, Place, and Promotion** —should work together in your marketing mix. Often, decisions on one element will influence the choices available in others.
- * Selecting an effective mix for your market will take time and effort, but these will pay off as you satisfy customers and create a profitable business. The worksheets that follow will help you construct your marketing plans.
- * Once you have a good marketing mix—the right product at the right price, offered in the right place and promoted in the right way—you will need to continue to stay on top of market changes and adopt your marketing mix as necessary.
- * Marketing is a part of your venture that will never end.



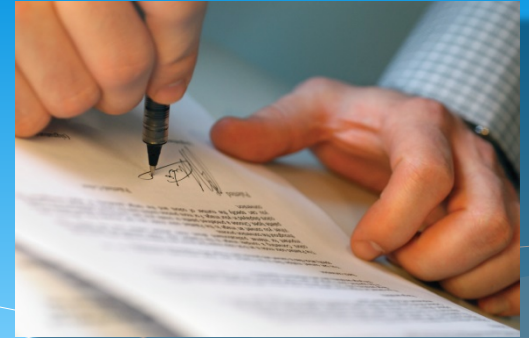
Flotilla Business Plan



The content would include Income / Expenses, the relationship between recruiting and retentions, active members and inactive members, quorums and membership rolls. Recruiting Values from Public Affairs, Public Education, Vessel Exams, etc.



Executive Summary



- * **Current position**
- * {Enter text}
- * **Competitive advantage**
- * {Enter text}
- * **Growth plan**
- * {Enter text}



Business Plan



The content should include:

Income / Expenses

Consider the relationship between:

Recruiting and retentions, average age, active members and inactive members, quorums and membership rolls.

Recruiting Values from:

Public Affairs, Public Education, Vessel Exams, etc.



Business background

Flotilla History

{Enter text}

Goals



Business strategy

- * **Tactics**
- * {Enter text}
- * **Strategic impact**
- * {Enter text}
- * **E-commerce and technology**
- * {Enter text}
- * **Core values**
- * {Enter text}
- * **Credibility and risk reduction**
- * {Enter text}



My team

Management structure

- * {Enter text}
- * **Current team**
- *



SWOT and Critical Factors

Strengths	I will maximise them by:
{Enter text}	{Enter text}
Weaknesses	I will maximise them by:
{Enter text}	{Enter text}
Opportunities	I will maximise them by:
{Enter text}	{Enter text}
Threats	I will maximise them by:
{Enter text}	{Enter text}

Market Research

Market research

{Enter text}



Market Analysis

- * **Market analysis**
- * {Enter text}
- * **Market opportunity**
- * {Enter text}
- * **Market structure**
- * {Enter text}
- * **Market size and outlook**
- * {Enter text}
- * **Future markets Local**
- * **Market structure**
- * {Enter text}
- * **Size and outlook**
- * {Enter text}



Financial Plan

Cost

{Enter text}

Funding

{Enter text}



Profit and loss forecast

	First year	Second year	Third year
Estimated sales	#{Enter}	#{Enter}	#{Enter}
Estimated costs	#{Enter}	#{Enter}	#{Enter}
Estimated profit/loss	#{Enter}	#{Enter}	#{Enter}



USCG Data



Every 2-1/2 Hours

Someone is Injured or killed in a Boating Accident¹

Chance of Drowning In a Boating Accident

While Wearing a Life Jacket

1 in 66

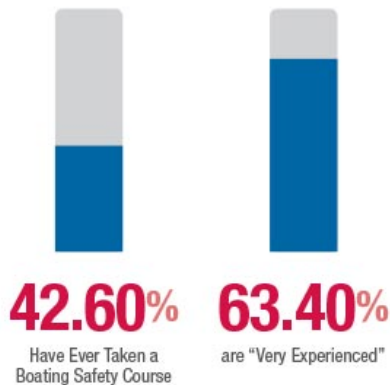


With No Life Jacket

1 in 11²

U.S. Boat Owners

Who Say They³...



Boating Accidents

Attributable to Operator Error,
Poor Judgement, or Inexperience



Boaters Who Consider Themselves
"Very Experienced"



¹ U.S. Coast Guard Recreational Boating Statistics 2012, based on 758 fatalities and 3081 injuries.

² U.S. Coast Guard Recreational Boating Statistics 2012, based on 70% percent of 758 boating accident victims drowning, and of those, 84% percent were not reported as wearing a life jacket, compared to 42% total accidents.

³ U.S. Coast Guard 2011 National Recreational Boating Survey

⁴ U.S. Coast Guard Recreational Boating Statistics 2012, based on accidents attributable to operator error, vessel related error, drug use, excessive speed, failure to verify data, improper lookout, operator inattention, operator negligence, risk of the vessel operator, abrupt turn, starting in gear, loading of passengers or gear improper anchoring, improper load/distribution, overloading, people on ground, bow or stern.

⁵ U.S. Coast Guard 2011 National Recreational Boating Survey

