



FRANCHISING OFFER PROSPECTUS – September 2009

THE MIRAMAR STORY

Imagine this!

You are firmly entrenched in the “rat race” and the “live to work” syndrome.

You love sailing and making new friends and want nothing more than to escape, and “live the dream”.

Then, one day, you decide to “go for it” not knowing exactly where you will end up or what you will be doing.

This is the story of Brian, the founder of Miramar Sailing!

In January 2005 he quit his career, left the UK and became a full time sailor. He sailed, on various yachts, the Indian Ocean, the Gulf of Arabia, the Red Sea, the Bay of Biscay, the Portuguese Algarve and the Atlantic Ocean, arriving in February 2006 in Jolly Harbour, Antigua.

Along the way he experienced many different cultures and met hundreds of interesting people. One in particular, a circumnavigating sailor, had a tremendous influence on what was to happen in the future.

Over an exchange of beers and life experiences, Brian was introduced to a book called “Beachcombing at Miramar” subtitled “The Quest for an Authentic Life”. This book was to determine Brian’s destiny.

Inspired by this superb book, Brian registered the domain name www.miramarsailing.com at the first opportunity. He knew that somewhere down the line, he would own a yacht called “Miramar” and a sailing business called “Miramar Sailing”.

Further good fortune led to him meeting Pippa, a similarly minded passionate sailor, and now life partner, and together they have created and built what is today, one of the most highly respected Sailing Businesses in the Caribbean.

Their success lies in the quality and value of the brand they have created, their professionalism and attention to detail and customer satisfaction. This success is real! Most major internet search engines have Miramar Sailing on page one, the well respected travel review website www.tripadvisor.com has, for many months, shown Miramar Sailing as no. 1 of 31 things to do in Antigua with a 100%, 5 star record from the reviews their many satisfied customers have written.

As with all successful businesses, Miramar Sailing must go forward and this expansion has begun. We are now seeking to franchise our successful brand throughout the Caribbean region to yacht owning couples with the same desire to run their own Sailing Business and "live the dream"!

THE BENEFITS OF FRANCHISING "MIRAMAR SAILING"

- Global presence on the Internet is established instantly by your sub domain contained in our website. Our experience in website building, and your inclusion in the site, will grow your presence far quicker than a start up website.
- You will get support from us in all aspects of operation start up e.g. legal, immigration, business incorporation, marine authorities, market research, business administration, insurance and training if required.
- Extremely quick, low cost, low risk, business establishment when compared to starting a new business from scratch.
- Nominal turnover based management fee for website administration, management, enquiries, bookings, updating, financial and statistics reporting.
- Website management to date has created a Page One presence on major search engines. Google "Day Sailing Caribbean" to confirm this. You can be sure we will create the appropriate keywords and sub domain content to promote your region.
- A significant saving in time and money through not having to create and build an independent website and Brand.
- Links to Global and Local Tourist based websites with Brand reviews.
- The elimination of a major element of website development and growth, not to mention the expense e.g. the administrative burdens of content updating, development and Search Engine Optimization.
- Exclusivity in Franchisee's region, subject to region size. There would be no benefit to anyone if we allowed such close proximity between our Franchisees that they would be in competition.
- No limit on vessels per Franchise per region subject to a further Franchise fee for each additional vessel.
- No limit on Franchises held per Franchisee.
- Centralised merchandising support and supply for enhanced profitability and Brand growth.
- Benefits of reduced costs from bulk purchasing. E.g. Merchandise, insurance, chandlery, printing etc.
- 3 year renewable Franchise Agreement with first option to renew to Franchisee.
- Franchise Fee payable annually for smoother cash flow planning.

WHAT YOU GET

- The opportunity to start your own Day Sailing Charter operation and earn income from your yacht, and love of sailing, at an extremely reasonable entry cost.
- Immediate attachment to the "www.miramarsailing.com" internet success, corporate image and credibility.
- We will arrange and pay for the registration of your region's sub domain and incorporate it into our main website. This brings instant global internet Page One presence to your business.
- Initial agreement valid for 3 years.
- First option to renew agreement in subsequent years.
- Management Fees charged on total Net Turnover.
- A comprehensive Franchise Operation Manual with training if required.
- Ongoing support in regional tourism research and promotion to build your local business activity and tourist industry awareness.
- Support, information and advice on regional legal and other authority requirements.
- Website based enquiry, bookings and financial administration.
- A bone fide Franchise Agreement written in English law.

WHAT YOU NEED

- The desire to quit the “Rat Race” and pursue your love of sailing and your dream of living and working in the Caribbean.
- Inter personal skills and an enjoyment of meeting, and providing a service to, a wide range of tourist personalities.
- Sound business acumen and the ability to identify and exploit local opportunities.
- A suitable yacht equipped with reliable internet access. Clearly it is in your interests to provide a yacht appropriate to your planned Day Sailing operation. We will be happy to give advice on suitable vessels and equipment if required.
- At least one crew member with the minimum required Sailing Qualifications to satisfy the region’s Marine Authority.
- The funds to meet a very reasonable first year Franchise fee with some working capital.
- The desire to succeed.

THE COSTS

Franchise Fee

- Although your initial Franchise Agreement will extend over 3 years, your franchise fee will be divided into 3 annual payments rather than be paid as a lump sum upon signature.
- This drains your working capital less and provides the opportunity to earn income to support your next annual payment.
- If your start up working capital is limited we will consider a monthly instalment plan, in year 1, to enable your fee payments to be financed from income.

Management Fee

- This is 10% of your NET Turnover payable monthly. Your Net Turnover is defined as "income from total published charter rates after discounts and commissions".
- In return for this fee you will be relieved of the website indirect business activity and expense burden that is a large element of maintaining a major internet presence. This increases your time available for local marketing, chartering and earning income. The website based areas you are relieved of are:
 1. Enquiry response and follow up.
 2. Booking administration and confirmation.
 3. Regular scheduled content variation and update.
 4. Search engine optimization.
 5. Valuable "Link" research and application.
 6. Global and local tourist industry market research, follow up and placement.
 7. Product statistics and turnover reporting with financial statements.

In addition you will have unlimited access to our wealth of business and chartering experience and receive free advice and support on all aspects of business operation and administration. We want our Franchisees to succeed and will be there to help you make it happen.

The basis for costing a Miramar Franchise has been carefully considered to make it affordable in line with expected turnover. The benchmark is Miramar Sailing's turnover from the past 3 ½ years of operation.

Most Caribbean regions report on the statistics of "Tourist Arrivals by Month". A ratio has been calculated based on projected turnover per 19 day working month and average charter income per day to give projected gross turnover per month

and subsequently per year. The annual projection has been applied to Annual Tourist Arrivals to create a gross annual turnover projection for each region.

Our extremely reasonable Franchise Fee of 12% of Projected Gross Annual Turnover is applied to each region to produce the first year fee payable for each region. In years 2 & 3 the annual franchise fee continues at 12% of Actual Gross Annual Turnover in the previous year. This formula ensures that we do not overburden our Franchisees with higher fees than their turnover can support.

Franchise Fees are available for most major Caribbean regions on request but as a guide the 1st year Franchise Fee for the BVI's is US\$19,750, for St. Lucia it is US\$16,500 and for St. Maarten it is US\$26,750.

Smaller regions projected turnovers are insufficient in themselves to support a franchise and these may be incorporated into the larger regions around them.

WHAT TO DO NEXT

If you feel a Miramar Sailing Franchise is for you there are several things you need to investigate and consider for your own peace of mind.

You are not buying a business, you are buying a license to use an established and successful brand that will enable you to start your own business and earn income far quicker than if you were starting from scratch.

You should do a business plan with financial forecasts in order to satisfy yourselves that your business will return the levels of profit you require. There is a difference between a "life style business" and a "corporate empire".

A Day Sailing Charter operation in the Caribbean is the former and a far less stressful undertaking than the latter. We "started from scratch" and have the knowledge and experience to assist you with your plan. Before we can make a start, you need to:

- Consider which region of the Caribbean you would like to live and work in.
- Check any immigration and visa conditions your chosen region might have in relation to your nationality.
- Do your own market research in respect of potential, competition, cost of operation and living etc.
- Satisfy yourselves that you have a suitable vessel and appropriate qualifications to operate the business safely and professionally.
- Be prepared to re-register your yacht under the flag of the region.
- Ensure that you have sufficient working capital to fund your start up phase.
- Be confident that you have the interpersonal skills necessary to entertain and satisfy the wide range of tourist personalities you will be catering for.
- Be prepared for a formal interview with us and the travel that might involve. Initial interviews will be conducted by video conferencing and travel will be limited to one final interview and probable agreement signing.
- Be determined you want to "live the dream" and succeed.

Once you are happy with all of the above, complete the brief application that follows for the region you have decided upon and together we shall take it from there and the next phase of your life will be within reach!

APPLY FOR A MIRAMAR SAILING FRANCHISE.

Name 1 _____
Nationality _____ D.o.B. _____ Gender _____
Email _____ Tel: _____ Time Zone _____

SailingQualifications _____

Sailing Experience _____

Career Experience (Positions Held) _____

Name 2 _____
Nationality _____ D.o.B. _____ Gender _____
Email _____ Tel: _____ Time Zone _____

SailingQualifications _____

Sailing Experience _____

Career Experience (Positions Held) _____

Proposed Yacht _____

Franchise Region Sought _____

Referee 1
Name _____
Email _____ Tel: _____ Time Zone _____

Referee 2
Name _____
Email _____ Tel: _____ Time Zone _____

Are your Referees happy for us to contact them by email or telephone Y/N _____

SEND TO BRIAN & PIPPA AT info@miramarsailing.com

OR CALL

Tel: +1 268 770 6172 or +1 268 722 8468 or SKYPE (UK) 020 3287 1068