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# Business Plan-Alaska Eagle Charters, LLC

## Executive Summary

**Business Name:** Alaskan Eagle Charters, LLC

**Business Type:** Yacht Charter Service

**Location:** Alaska, PNW, and Sea of Cortez

**Founding Date:** May 2025

**Owner(s):** Captain Ray McCormack

**Mission Statement:** To provide premium yacht charter services, delivering adventure based experiences on the water, along with fishing, combining world-class service, and exceptional itineraries for a range of clients including individuals, families, and corporate groups.

**Vision Statement:** To be the leading provider of adventure based charters in Alaska, PNW, and Sea of Cortez, renowned for unparalleled customer service, adventure, and safety.

# Business Description

Alaskan Eagle Charters, LLC (AEC) offers adventure based yacht rental services for private individuals, corporate groups, and special events. Clients will be able to charter for day trips, weekend getaways, or extended holidays, with tailored itineraries that offer experiences ranging from leisurely cruises to adventurous watersports activities, including fishing.

## Services Offered:

- **Day Charters:** Full-day yacht rentals for leisurely cruising, island hopping, and watersports activities.
- **Luxury Overnight Charters:** Multi-day charters with all-inclusive services, including gourmet meals, entertainment, and excursions.
- **Corporate Charters:** Private charters for corporate events, team-building, or incentive trips.
- **Event Hosting:** Yacht rentals for weddings, parties, and exclusive events.
- **Special Packages:** Tailored itineraries that could include diving excursions, fishing trips, wellness retreats, or exploration of remote islands.

## Target Market:

- **Affluent Individuals and Families:** People seeking a unique vacation experience.
- **Corporate Clients:** Businesses looking for adventure based venues for meetings, team-building, or client entertainment.
- **Event Planners:** Those organizing weddings, parties, or other high-profile events.
- **International Tourists:** Particularly those traveling to coastal destinations for holidays or special events.

## Location:

The business will be based in Alaska, PNW, Sea of Cortez areas, serving the surrounding region but will offer international cruising options as well. The following is an example of a year:

### January – March: Sea of Cortez

- There is an international airport in Loreto, MX very close to where the boat can be based.
- Itineraries would be based on diving excursions, fishing, and visiting locations in the Sea of Cortez. This could include Mazatlan, San Carlos, Rosarita, La Paz, Cabo and several other highlights in the Sea of Cortez.
- Most trips would be based on 7 days.
- Lots of fishing.

**April: Delivery sea of cortez to PNW**

- Maybe sell a cruise up the baja peninsula to san diego, loretto, le paz, cabo, mag bay, turtle bay, ensanada, san diego

**May: Two 1 week cruises on the Columbia river, 1 week up river, 1 week down river, Astoria to tri cities and back**

- Excursions in St Helens, pdx, hood river, and other areas
- There would be daily presentations on the history of the Columbia river

**June: Delivery from Seattle to SE Alaska**

- 1 week cruise stopping at several locations in Canada
- Barkley sound, Campbell river, hot springs, bella bella, etc
- Catch lots of fresh fish and shell fish

**June –Aug: Cruising in SE Alaska, can be based out of Ketchikan, Juneau, Sitka, or Wrangell**

- Week long cruises, with glaciers, whales, bears, trails, water falls
- Visit places like glacier bay, Baranof hot springs, Hoonah, etc.
- Lots of fish and crab

**September: Delivery SE Alaska to PNW**

- Hit the wooden boat festival, and sell bunk space on the boat

**October: Two 1 week cruises on the Columbia river, 1 week up river, 1 week down river, Astoria to tri cities and back**

- Excursions in St Helens, pdx, hood river, and other areas
- There would be daily presentations on the history of the Columbia river

**November/December: Delivery PNW to Sea of Cortez**

- Haul out and boat yard, in Astoria, Toledo, or Ensanada
- Non haul out years will do xmas ships in pdx and sell spots on the boat
- Possible charter cruise san diego to loretto, ensanada, turtle bay, mag bay, cabo, la paz, loretto

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# Market Analysis

## Industry Overview:

The global yacht charter industry is growing steadily, driven by an increasing demand for adventure based experiences, especially among high-net-worth individuals. Yacht charters have become a popular alternative to traditional luxury vacations, providing privacy, exclusivity, and flexibility in itinerary planning. In Alaska, PNW, Sea of Cortez, the yacht charter market is thriving due to these region's natural beauty, established tourism infrastructure, and high-income clientele.

## Market Trends:

- **Customization & Personalization:** Clients are increasingly seeking bespoke experiences, from specific itineraries to specialized services on board.
- **Sustainability:** Eco-friendly practices, such as using green technologies in yacht operations and offering sustainable cruising experiences, are becoming important to many clients. We will have custom water bottles made with our logo on it for their use on board. Also the boat will have many solar panels up on the hard cover on the back deck, that will allow the vessel to not run its generator all the time.
- **Technology Integration:** Mobile apps and online booking platforms are making it easier for clients to find and book yachts, as well as customize their experiences. Website with booking capability, the will also have much photos and video integrated into it. Vessel will have an instagram account and QR codes will be placed in spots on board, so guests can post pictures and videos.
- **Corporate and Social Events:** There is growing demand for yachts as venues for high-end corporate events, parties, and exclusive celebrations.

## Competitor Analysis:

Key competitors in the yacht charter market include both large international companies with established fleets and smaller boutique services focusing on personalized luxury experiences. While larger companies might have a broader reach, smaller companies like AEC can differentiate themselves by offering a more customized and intimate service, catering to specific client needs and preferences.

This includes the following:

- The harvesting of fresh fish and shell fish for meals on board
- Beach fires with dutch oven cooking
  - Guests will be in web based chairs, with nice pendeleton blankets
- Excursions like glaciers, waterfalls, hiking trails, and hot springs

All the following are based on week long charters:

<https://www.alaskandreamcruises.com/fleet/kruzof-explorer/>

12 guests, \$12,000 per person  
Specializes in Bear, and whale cruises  
6 staterooms with head in each one  
Lots of room on this boat with a big movie theatre

<https://expeditionbroker.com/trips/m-y-glacier-bear-alaska/>

8 guests, \$8,187.50 per person

<https://expeditionbroker.com/trips/mv-snow-goose-alaska-yacht-charter/>

12 guests, \$5,350 per person

<https://expeditionbroker.com/trips/mv-sea-mist/>

6 guests, \$15,000 per person

<https://expeditionbroker.com/trips/m-v-sea-star/>

12 guests, \$6,350 per person

<https://truenorthalaskacharters.com/>

6 guests, \$7500 per person

<https://bearpawcharters.com/schedule-and-pricing/>

6 guests, \$8800 per person

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# Marketing & Sales Strategy

## Marketing Objectives:

- Establish brand awareness in Alaska, PNW, Sea of Cortez and key international markets USA, Canada, and Europe.
- Build a reputation for providing exceptional, adventure based experiences through word-of-mouth, social media, and influencer marketing.
- Leverage digital marketing to target affluent individuals and corporate clients.
- Develop partnerships with travel agencies, event planners, and corporate firms.
- Create a flier and get it in a cruise ship terminals, air ports, ferry's, and train stations.

## Marketing Channels:

- **Website & SEO:** A high-end website with online booking functionality, optimized for both desktop and mobile, featuring rich media (photos, videos, testimonials) and optimized for search engines. The website that we develop will have a “comments” area, and we will follow up with all customers to leave feedback on the website.
  - **Domain secured:** <http://alaskaeaglecharters.com/>
- **Social Media:** Active presence on Instagram, Facebook, LinkedIn, and TikTok, sharing stunning imagery, client testimonials, and behind-the-scenes content.
- **Influencer & Celebrity Endorsements:** Partnering with luxury influencers and celebrities who can promote the brand to a wider, affluent audience.
- **Travel Agencies & Partnerships:** Collaborating with luxury travel agencies and tour operators to reach high-net-worth tourists.
- **Corporate Sponsorships & Networking:** Attending yachting events, trade shows, and corporate networking events to promote the business.
- **QR Codes on board:** we will have little placards made in guest cabins, salon area and several other areas of the boat for posting pictures and videos social networking accounts.

## Pricing Strategy:

AEC will operate on a premium pricing model, reflecting the high-end nature of the service.

Prices will be tiered based on:

- Type of yacht: adventuring yacht
- Duration of charter: mostly weekly, but can also do hourly or daily trips.
- Additional services: catering, watersports equipment, event planning, fishing, hiking, hot springs.
- Peak season pricing: with summers in Alaska, and winters in the sea of cortez we will be able to maintain peak season pricing through the year.

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# Operations Plan

## Fleet Management:

Primary vessel to begin with is the 81' burger, mentioned at the end of this business plan.

## Staff Requirements:

- **Captain(s):** Experienced, licensed captains with a strong background in adventured based yacht operations and customer service. Captain Raymond McCormack holds his 200 ton USCG merchant marine license. Has the experience for SE Alaska, Canada, West Coast, Columbia River, and Sea of Cortez.
- **1<sup>st</sup> mate:** Will need to have a 100 ton mate license.
- **Chef:** A good chef for making good food, and putting together meal plans to address allergies and preferences.
- **Sales and Marketing Team:** A small team for handling customer inquiries, marketing campaigns, and partnerships.
- **Administrative Support:** For bookings, contracts, finance, and customer service.

## Maintenance and Safety:

- Regular maintenance schedules will be implemented to ensure the yachts are in top condition at all times. Spreadsheets will be used to keep track of maintenance, and items that need to be addressed.
- Safety certifications, including life jackets, emergency equipment, and proper training for all crew members, will be enforced. Yes monthly training will occur for fire, man over board, and sinking situations. This will be recorded in a log book
- Insurance will be obtained to cover both yacht damages and liability.
- Properly registered EPIRB will be on board.
- Certified coastal rafts will be on board to accommodate all souls.

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## Financial Plan

### Startup Costs:

(Place Holder, we need to add a spreadsheet on what it will take to get the boat setup for charters)

Item	detail	amount
Crew Salary (5 weeks 1st year)		
	200 ton captain	\$21,000.00
	100 ton mate	\$14,000.00
	chef	\$14,000.00
	sum amount	\$49,000.00
marketing and branding		
	website	\$500.00
	printing	\$3,000.00
	tradeshows	\$2,000.00
	sub amount	\$5,500.00
Legal & Regulatory		
	glacier bay permitting	\$1,000.00
	USCG certification	\$1,000.00
	fishing licenses for capt/crew	\$1,000.00
	sub amount	\$3,000.00
Operation costs		
	fuel & lube	\$25,000.00
	provisions	\$5,000.00
	alcohol	\$5,000.00
	sub amount	\$35,000.00
	1st year total operation	\$92,500.00

### Revenue Projections:

Revenue will be generated from charter fees, with projections as follows (based on 28 weeks of possible charter weeks per year, all excursion costs and logistics costs carried on to customers):

This is broken into 14 weeks in Alaska, 14 weeks in Mexico, and 4 weeks on the Columbia River, there are other things like the wooden boat festival, and Xmas ship in Portland, OR that would generate revenue also but not included in this analysis.



In the 2025/2026 season, the 12 pac boat would operate in Alaska, likely would hold off taking it down south. If it looks viable we would take it down, but for this analysis we are not including Mexico for the 12 pac boat.

- **Year 1:** \$210,000
  - **Based on 5 week booking @ \$7k/person on 12 pac, 6 passengers**
- **Year 2:** \$336,000
  - **Based on 8 week booking @ \$7k/person on 12 pac, 6 passengers**
- **Year 3:** \$462,000
  - **Based on 11 week booking @ \$7k/person on 12 pac, 6 passengers**

Growth will be driven by expanding the brand visibility, and tapping into both domestic and international markets. As well as maybe bringing other vessels into the charter company.

### **Break-Even Analysis:**

- Expected break-even point: First year would be a break even profit of around \$100,000.
- The business will achieve profitability after acquiring a solid customer base and generating repeat clients.
- As well as a second burger would be brought into the fleet in the second year, 2026/2027.

### **Profitability:**

- Profit margins will depend on the mix of services offered and yacht utilization.
- Additional revenue streams from events, catering, and special packages will further increase profitability.

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## **Risk Analysis & Mitigation**

### **Risks:**

- **Seasonality:** The yacht charter business is highly seasonal, with demand peaking during the warmer months. Transits north and south between summer and winter will allow for more charter opportunities through the year.
- **Economic Downturns:** High-end luxury services are often impacted by economic recessions.
- **Maintenance Costs:** Luxury yachts come with significant maintenance costs, and any technical issues could result in downtime.

### **Mitigation Strategies:**

- **Diversification:** Offering year-round services like corporate charters, events, and partnerships can help smooth over seasonal fluctuations.

- **Client Loyalty:** Developing a loyalty program and offering repeat clients discounts or additional services.
  - **Risk Management:** Securing comprehensive insurance coverage and ensuring that yacht maintenance is done on schedule.
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## Conclusion

AEC aims to establish itself as a leading provider of adventure based yacht charter services, focusing on exceptional customer service, a tailored approach. With a solid business plan, strong marketing strategy, and commitment to excellence, we are confident in our ability to build a successful and sustainable business in the growing luxury travel industry.

In the first few years as we become successful, we will look into investing into other vessels to build the business up.

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## 1972 burger 81' – can operate as a 12 pac

This owner wants to maintain ownership of the vessel to begin with, but wants it to be part of the charter fleet. We are discussing that some time the road that ownership would be transferred to AEC.

<https://www.boats.com/power-boats/1971-burger-pilothouse-9456207/>



put a railing around the deck aft of the fly bridge  
put a hard dodger up top with solar panels on it  
swap out the dinghy with an aluminum tiller based rib  
kayak rack on fly bridge deck, with kayaks  
put a by pass in with DC water pump, for when on anchor  
chest freezer on fly bridge deck  
freezer in back deck  
vacum bagger  
ice machine on fly bridge deck, in place of existing cooler  
canvas around the fly bridge, nice table up there

fishing gear with down riggers on the aft deck  
fix the village marine water maker  
lithium ion batteries, 32 volt, fire suppression, power plan for fridges/freezers/waterpump/lights all can be DC  
outback inverter  
led lighting throughout  
led underwater lights on stern  
flags on bow and stern  
string of lights for bow to stern  
string of flags for bow to stern  
recert the raft  
build up a bar in salon  
change out the anchoring setup with all or more chain  
anchor snubber setup  
obviously we need to address stuff on the survey  
foldable chairs  
portable foldable table, for beach stuff  
pendleton blankets  
change out drippers with normal stuffing boxes  
put a big green egg up on the top deck  
vessel name and calling port, back and the sides  
high put alternators on mains  
bunk beds in aft staterooms  
bunk beds in forward crew area  
go through and shop vac all bilges  
downriggers and rod holders  
outriggers if boat heads south  
fishing rods and reels  
fishing lures  
crab pots  
modify one of the dinghies with a crab davit  
recertify the fire suppression in engine room and on boat, and the alarm system  
fix exhaust leak noted in survey  
fix fuel gauges in engine room  
fix engine room insulation  
consider putting in engine water pumps??? need to be clutched  
fix the cruise air system  
fix the broken vacuum pump in sanitation  
consider a DC water pump solution for the water system  
change out steering for hydraulic pumps on the engines  
check and repair flybridge controls  
plate gauge survey  
two more life rings, throwables, meet 12 pac requirement  
AIS transponder  
starlink  
more life jackets  
renew COD

Second boat to be brought in the second year:



<https://seattle.craigslist.org/sno/boa/d/mount-vernon-1981-burger-yacht-86/7804416113.html>