

Country

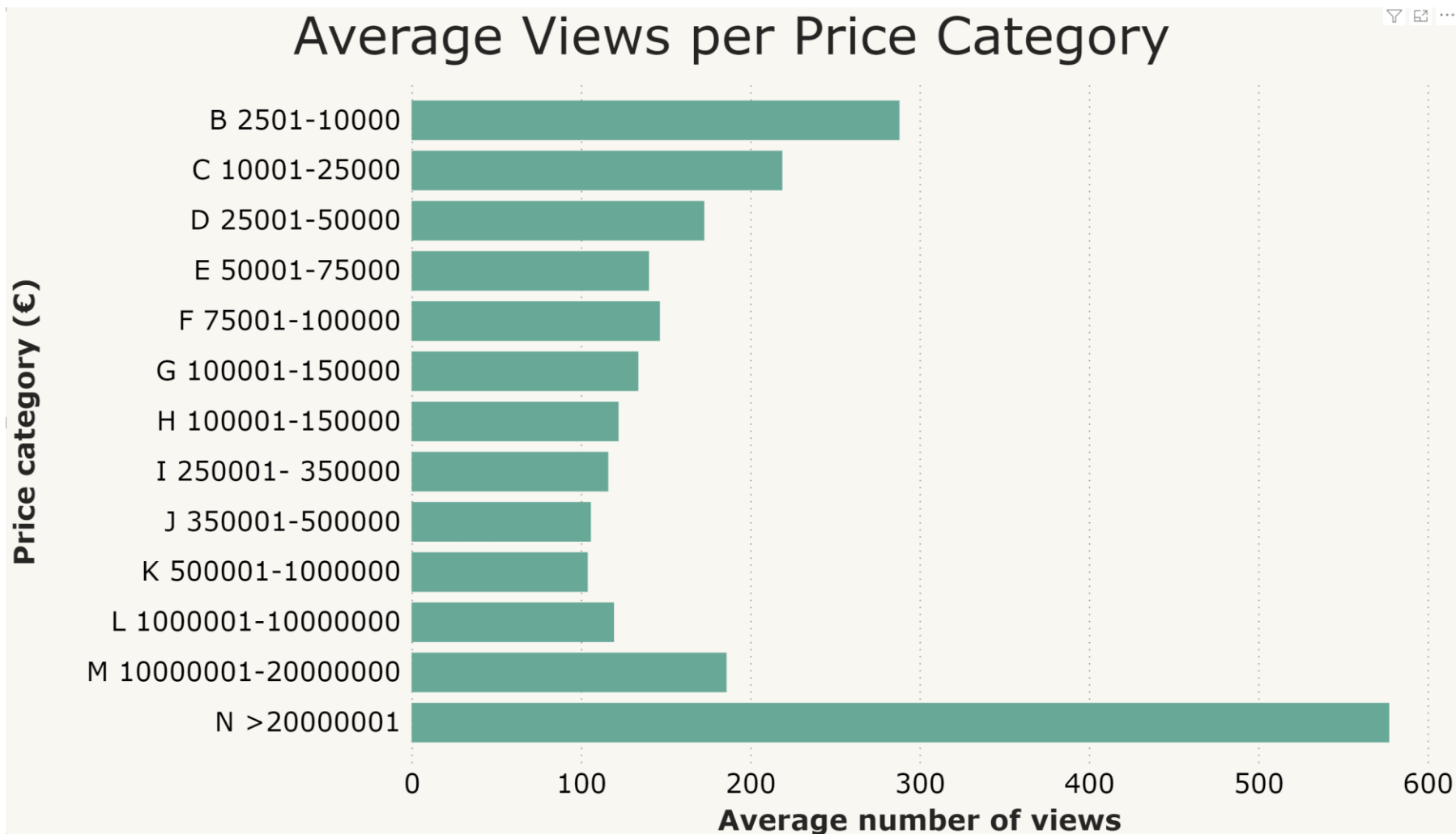
Views per country



Location	Views (Highest)	
Switzerland	374125	25%
Germany	279812	19%
Italy	196081	13%
Netherlands	110436	7.5%
France	102002	7%
Croatia	95259	6.5%
Spain	78146	5%

Location	Views (Lowest)
Norway	226
Romania	225
Ukraine	204
Australia	150
Morocco	135
Taiwan	118
Seychelles	88
Egypt	81
Venezuela	64
Lebanon	47
Ireland	46

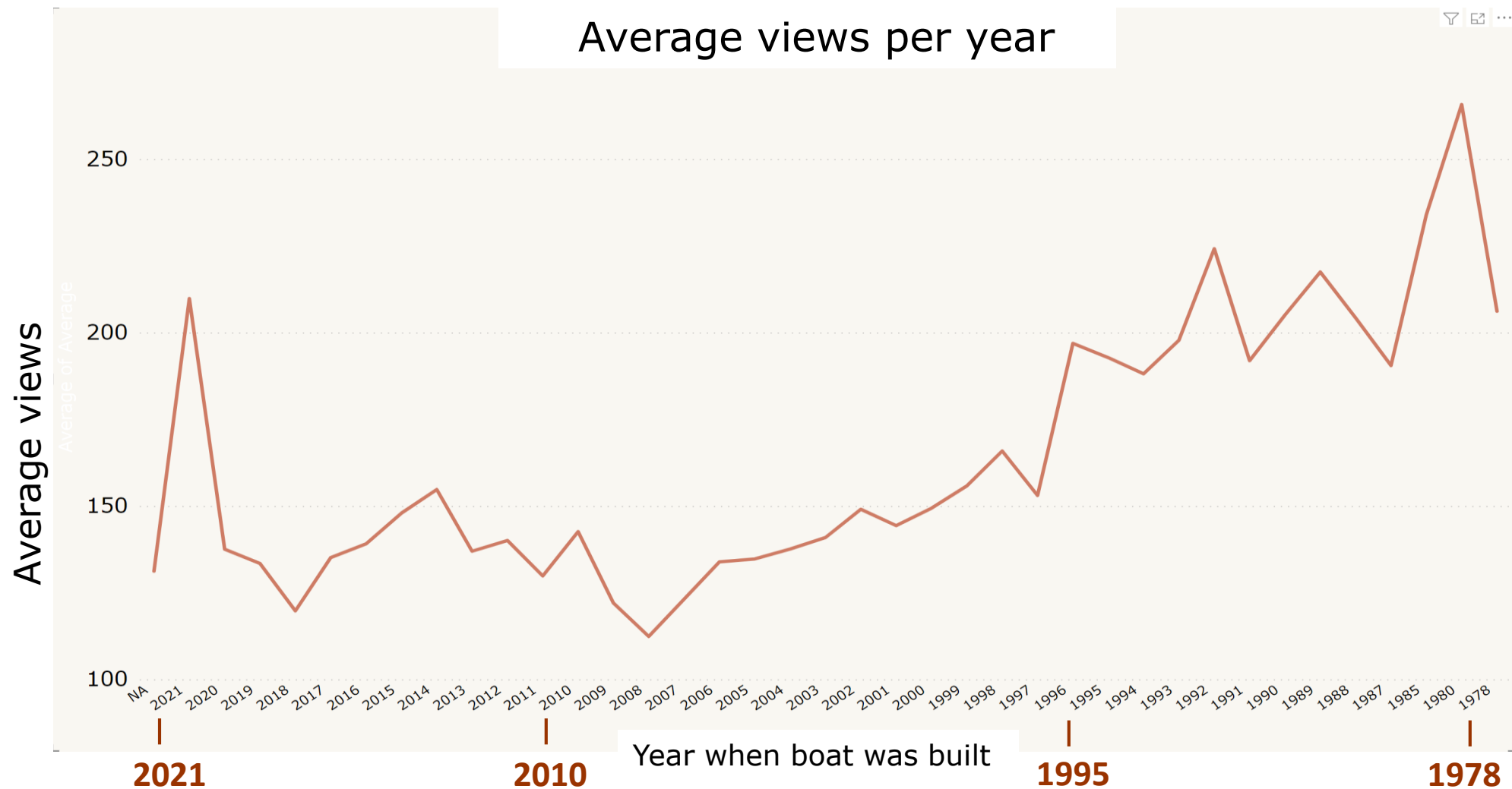
Price



**Focus on affordable boats?
Include more mega-yachts?**

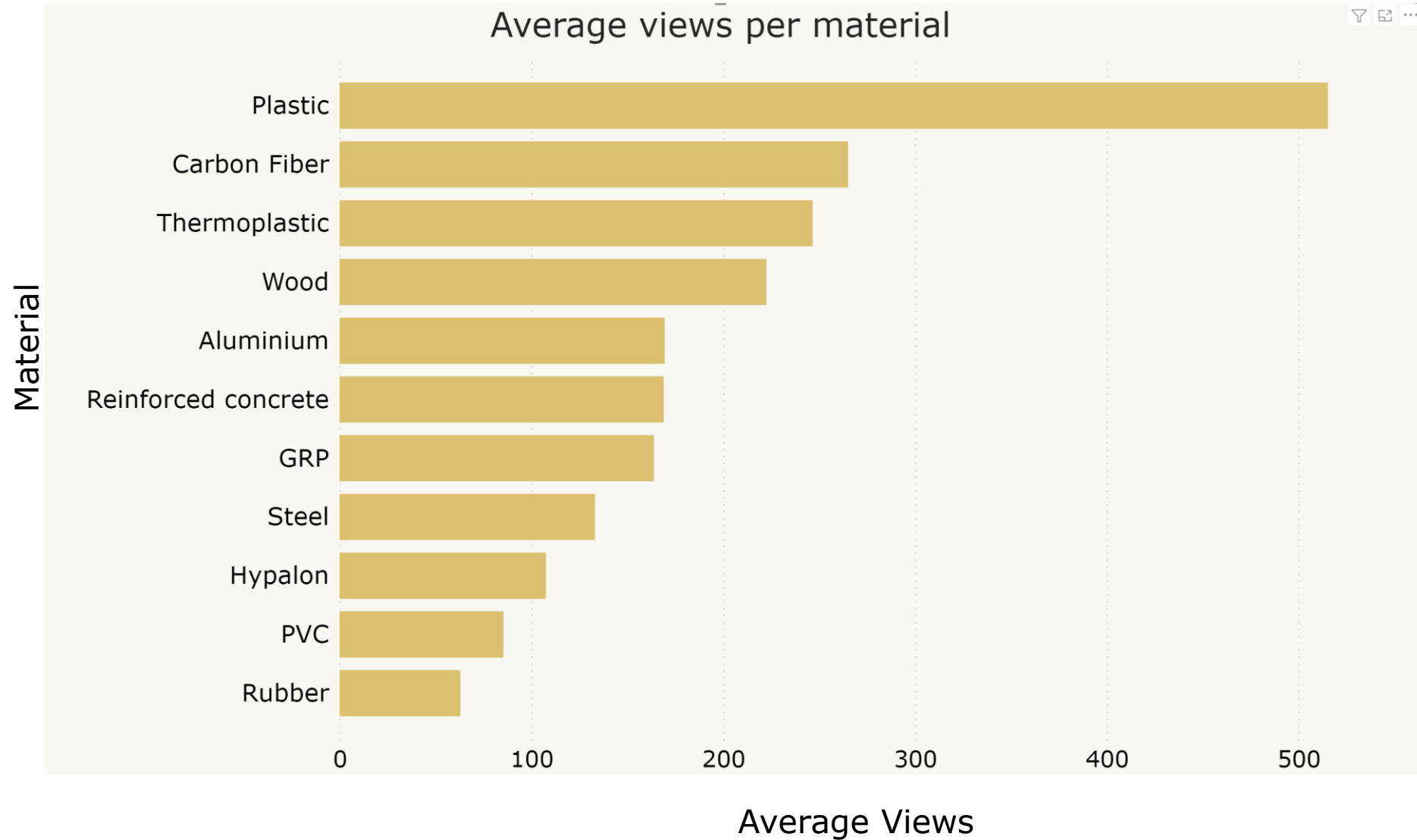
Only 3 listings!

Year



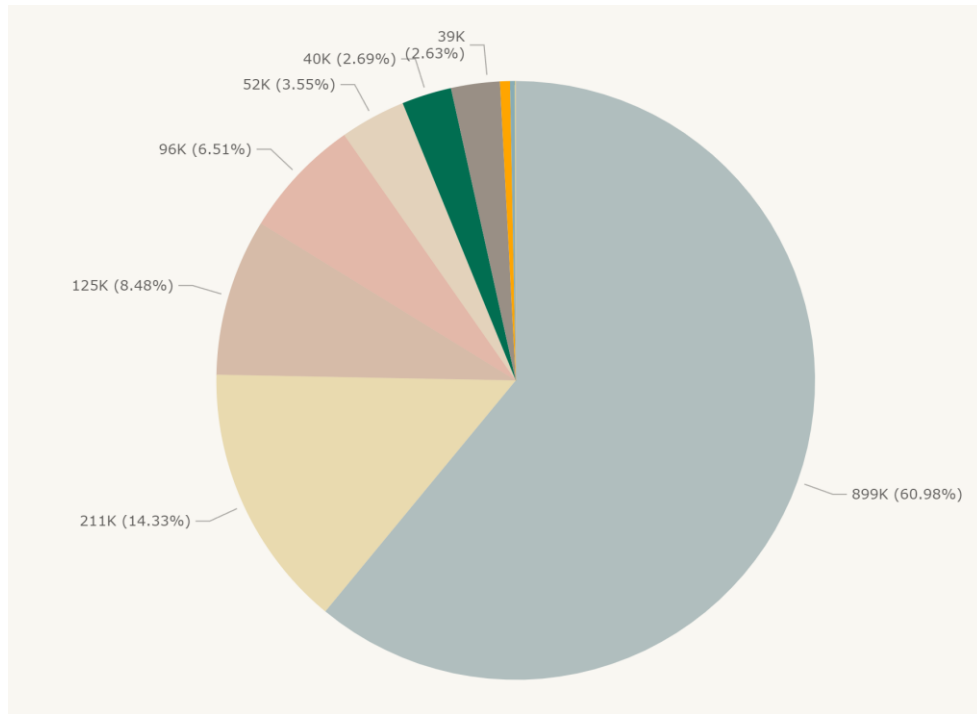
Focus on new models and older boats?

Materials



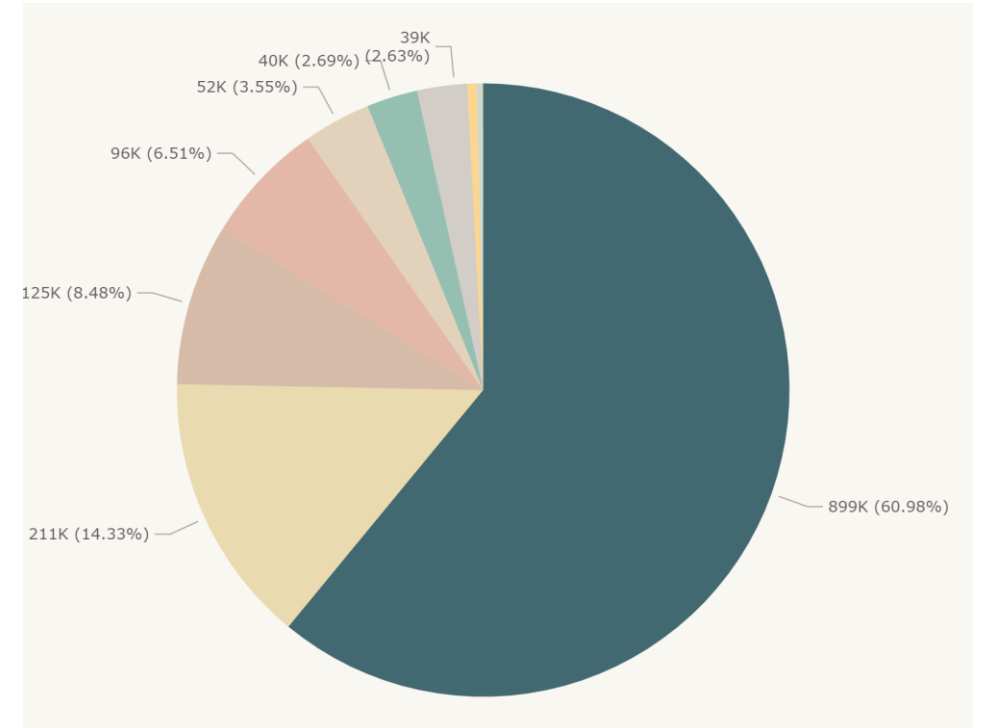
Materials

Plastic Carbon fibre Thermoplastic



Almost 50% of Views
Only 3.5% of listings

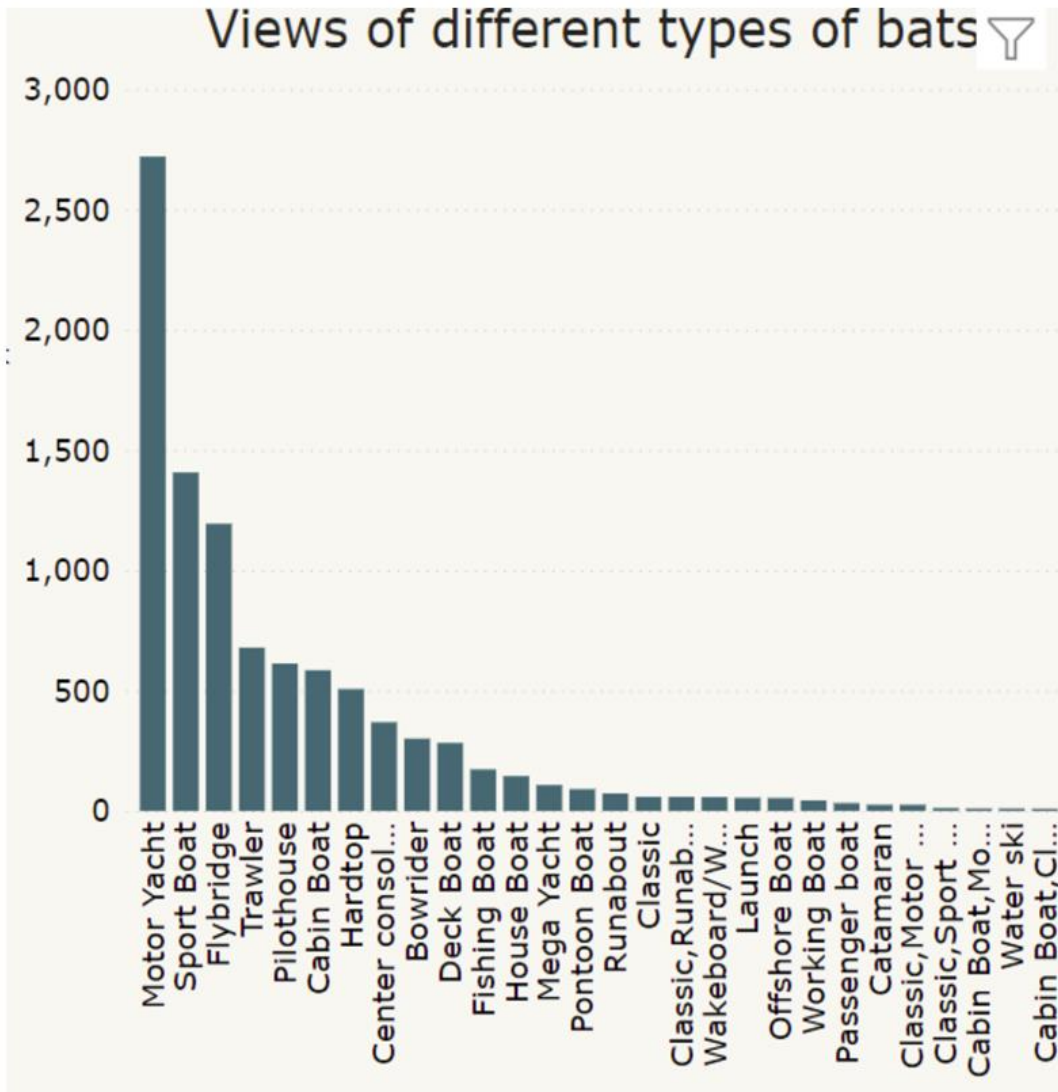
GRP



Only 8% of Views
Over 60% of listings

Type

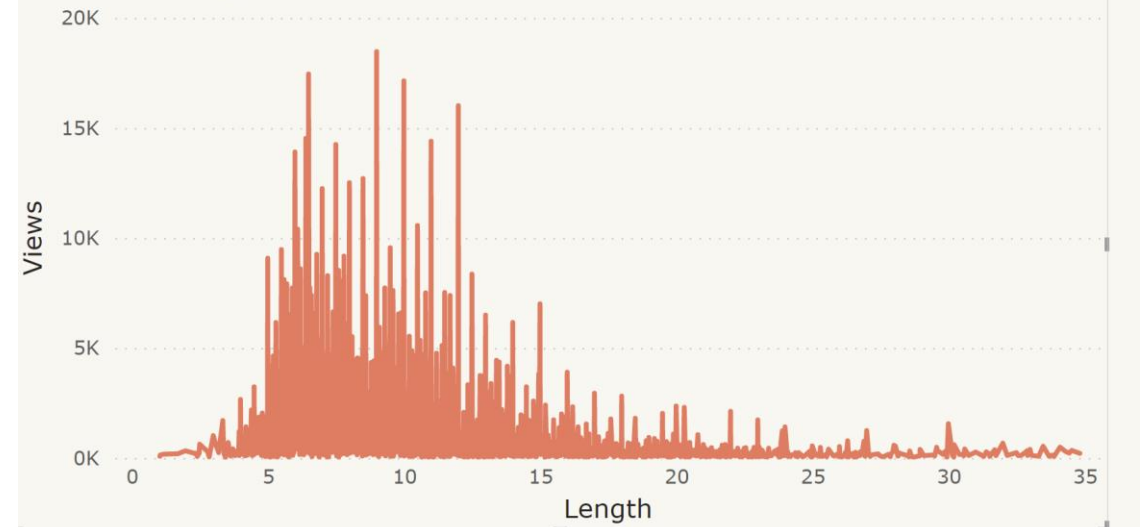
Views



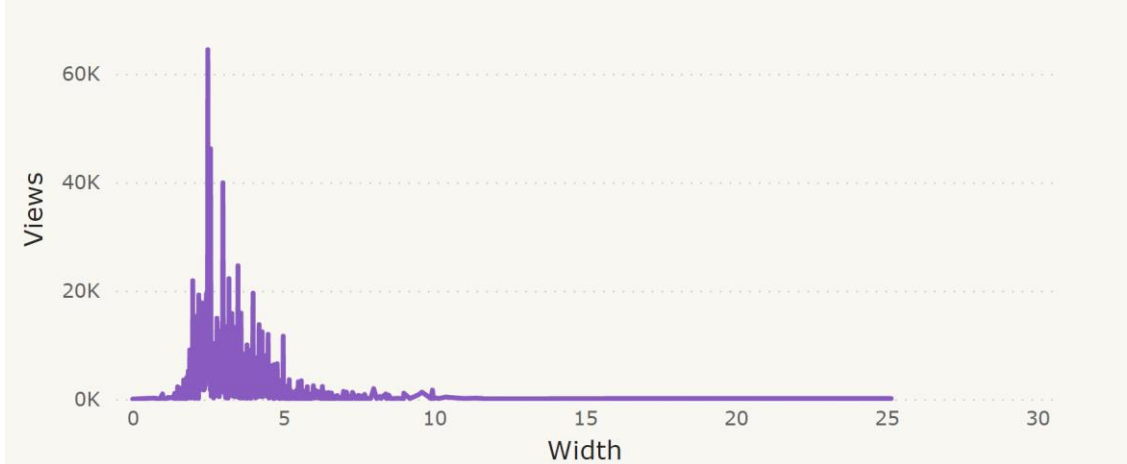
Boat type

Size

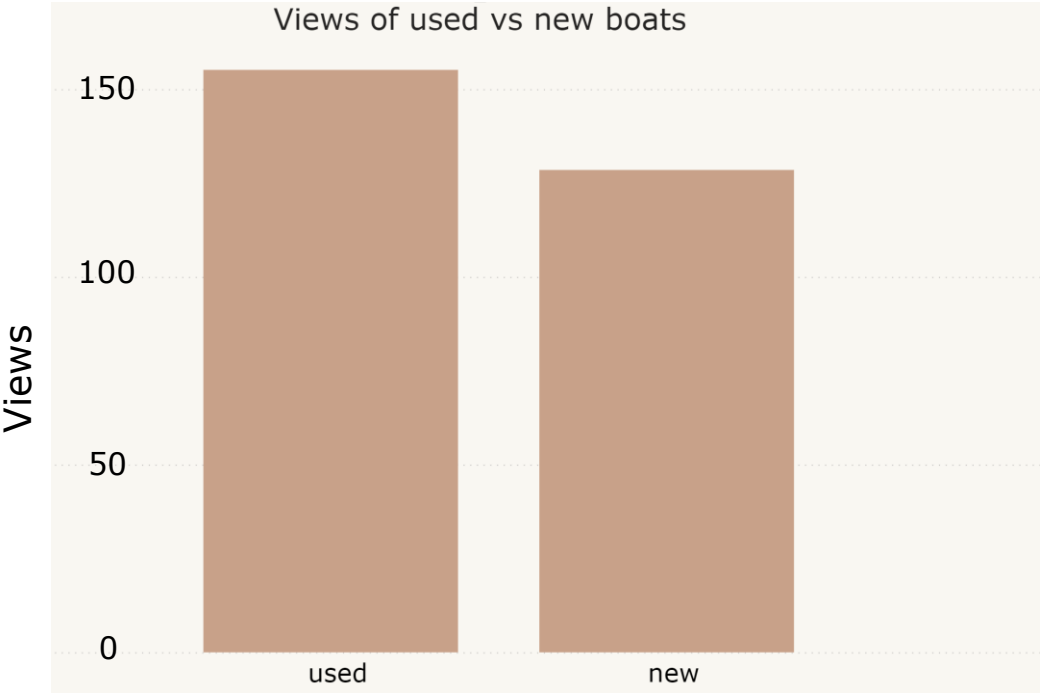
Views by Length



Views by Width

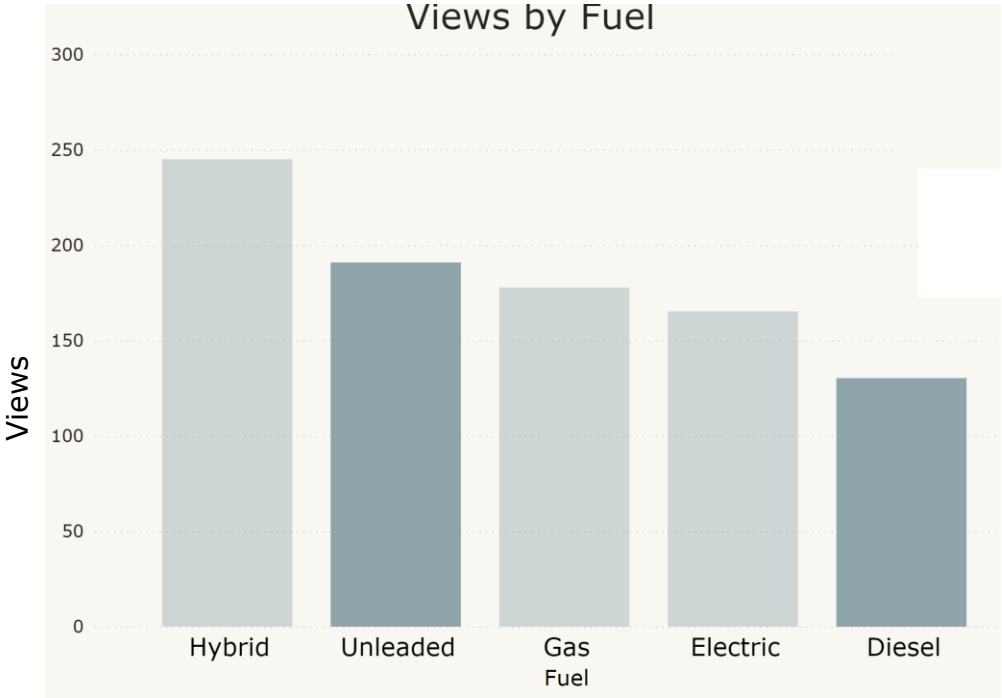


Used vs New



Fuel

Fuel	Number of boats
Hybrid	2
Gas	14
Electric	51
Unleaded	3018
Diesel	4511



Conclusions

Geography

Consider geographical distribution:

- Potential for expansion?
- Satisfy existing customers (mostly Europe)?

Price

Include more listings of very expensive boats
But keep focus on more affordable boats.

Year/Age

Up to date – listings of this/last model or of models built before 95

Material

Include more materials such as: Plastic, Carbon fibre, Thermoplastic
While putting less focus on GRP