

# Survey of Major Yellow Pages Advertisers \*

## Boat Dealers

### Comparative Ad Analysis for \_\_\_\_\_

<b>Products Offered - Types, Uses &amp; Important Services:</b>	Sales, Service & Rentals New & Used Boats - Trade-Ins Power Boats & Sail Boats Inboard/Outboard Motors & Engines - Gas/Electric Yachts (Lengths) Cruisers (Lengths/Styles) Sailboats (Lengths/Classes) Aluminum/Fiberglass/Wood Bass Boats/Fishing Boats Gel Coat Repair Complete Repairs & Parts Full-Serve Marina/Pro Shop Rigging Service Jet Skis/Ski Boats/PWCs Capacity of Repair Facility Outboard Machine Shop	Runabouts/Jons/Row Boats Rowing Shells Catamarans/Outriggers/Deck Boats Inflatables/Dinghies Canoes/Kayaks/Ocean Kayaks House Boats / Family Boats Paddle Boats/Pontoon Boats Racing Boats/Folding Boats Water Pumps/Exhaust Systems Sailboat Hardware/Sailboards Boat Trailers/Roof Racks Accessories & Supplies Fiberglass Repair Shop Fishing Supplies Propeller Service Inboard Ski / Fish & Ski Combos Warranty Work / Rebuild Engines	Water Skis/Wakeboards/Surfboards Boat Gear - Anchors, Bearings, Toilets, Life Jackets, Lines, Powerwinches, etc. Sailing Clothes/Swimwear Boat Lifts/Dock Systems New/Used Motors / "3 HP to 275 HP" Boat Storage/Fuel/Lubricants Depth Finders/Foul Weather Gear Marine Electronics Cruise Supplies Boat Covers/Tarps <b>EMPHASIS ON BRAND NAMES</b> Full Engine Svc (Gas & Diesel) Seats/Sleeper Seats Camping/Outdoor Gear (List) Custom Welding
<b>Key Brand Names:</b>	Achilles      ChrisCraft Bayliner      Chrysler Bayrunner      Cobra Century      Crestliner Chaparral      Danzi	Evinrude      Hawk Expeditn      Hobie Fisher      Honda 4 Winns      Johnson Grumman      Mako Nitro	Mariner Mercruiser Mercury Neptune Old Town Ranger Sea Doo Sea Ray Ski Centurion Starcraft Stingray Tracker Volvo Penta Yamaha ETC.
<b>Confidence Factors:</b>	Years in Business Guarantees/Warranties Brand Affiliations Authorized/Full Service Dealer Size of Parts Inventory	Factory Trained Mechanics Certified/Master Technicians Knowledgeable Staff Large Inventory (Size) "Qualified Marine Technicians"	"Service Excellence" (Awards) Specialty - Small Boats, etc. Staff Experienced Sailors "24 Ton Mobile Lift" Waterski Pro Shop/Service All Boats
<b>Convenience Factors:</b>	Days/Hours Open/Weekends Toll-Free/Fax Number Location Data/Map ( <b>on Web</b> ) Proximity to Shore, Lake, Marina, etc.	Emergency Repair Service Free Delivery/Launch Ramp Parts Shipped Anywhere Dockside or Home Service <b>On-Line Parts &amp; Accessories</b>	Credit Cards/Financing Plans <b>Invitation/Inducement to Visit Website</b> Catalog/Discounts/Multi-Locations Web Site/E-Mail Address <b>"See Boats and RVs Online" / See Map</b>
<b>Special Services or Extras:</b>	Tackle/Bait/Diving Equipment Insurance/Ins. Estimates Buy Used Boats/Motors Brokerage Svc (Computerized) Tuna Towers & Arches	Foreign Language(s) Slips/Docking Available Sailing/Boating Lessons Boat Restoration/Obsolete Parts Machine Shop Service	Snowmobiles/ATVs/Chain Saws Insurance Claims/Instruction Given Boats Taken On Consignment Repossessed Boats/Distress Sales Dirt Bikes/Motorcycles/RVs
<b>Typical Related Headings:</b>	Boat Repairing Boat Equipment & Supplies	Boat Storage Marinas	Boat Renting & Leasing Snowmobiles

# Survey of Major Yellow Pages Advertisers \*