



*The Maritime Division of Alliance Management & Consulting Group is comprised of marine industry professionals from all areas of the industry to help business owners just like you. My experience in the boating industry started in 1982 as cofounder of **CDI Electronics**—the industry's leading aftermarket manufacturer of outboard electronic ignition products. I have also had extensive industry experience as the executive director of the **Association of Marine Technicians (AMTECH)** and its education division, the **Marine Career Training Institute of North America (MCTINA)**.*

From the time I entered the boating industry, I knew that customer support and expert service were the key ingredients for success. Now, with the recent changes that have taken place in the boating industry, service has proven its value, and it's imperative that you prepare your business for the next generation on how marine businesses will operate.

AMCG has created a very successful marine business management plan that can show you step-by-step how to maximize your company's efficiency and bring the customer to your door. See how an affordable investment in your business today can help save your business tomorrow.

—Joe DeMarco
PRESIDENT, AMCG

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AM&CG

ALLIANCE MANAGEMENT CONSULTING GROUP, LLC
MARITIME DIVISION

ALLIANCE
& MANAGEMENT
CONSULTING
GROUP, LLC

MARITIME SERVICES

Business Solutions
Exclusively For The
Boating Industry . . .

- Marine Software
- Management Consulting
- IT Development

We Know The Boating Business!

Two Divisions, One Focus: Your Success



One of the biggest problems faced by any small business is the management of limited resources. When cash is tight, you're forced to do the best you can with what you've got—and where staffing is concerned, that's not always good enough. But if cash is tight, how do you afford services that help you improve your efficiency?

With **AMCG Maritime** you tap into a virtual who's who of marine industry professionals—all experts in their field. Due to the economy, there are now fewer discretionary dollars available for recreation. And that means your customer has less money to spend on boating. We'll show how to separate yourself from the rest of the competition.

AMCG offers a special discounted rate of just \$1,499 (a \$3,000 value)—plus travel expenses—for a two-day on-site visit to analyze your business operation and implement our exclusive marine business plan. There's also a monthly subscription plan to help with cash-flow issues. The agenda for a typical two-day visit includes:

- Set up our exclusive marine business plan
- Implement an easy-to-use budget plan
- Deploy a system to avoid financial dangers in advance
- Develop an inventory control flow plan
- Apply process mapping to identify revenue streams
- Apply personnel mapping to improve communication
- Perform service labor rate review to insure profitability
- Establish profitable billable shop rate
- Review your current software and IT needs
- Review web site and the importance of social media

Regardless of the size of your business, AMCG can help!



NSS is the software division of AMCG. Whether you're a small, service-only repair facility, a midsize full-service marine dealer or a marina, NSS has the software product for you.

Marine Service Shop Software (M-SHOP) is designed to give the user the biggest "Bang for the Buck." It's easy to use and affordable (\$1,000 to \$2,500).

- Inventory control with parts cross-reference
- Estimates and work orders
- Accounts receivable for all service work
- Vessel and customer tracking
- Technician hourly tracking and more

Management PRO Software (M-PRO) offers the next level in software for the full-service dealership with a need for accounting features (\$3,500 to \$10,000).

- Direct link to QuickBooks software
- Easily navigate from one screen
- Estimates and work orders
- Inventory control
- Job scheduling calendar
- Data tracking
- Maintain employee daily timesheets and more

The Marina Program (TMP) is comprehensive software designed specifically for marinas, ports and harbor management (\$3,500 to \$30,000).

- Communicates with QuickBooks
- Graphical Marina interface
- Space inventory to manage current and future reservations
- Meter reading
- Billing/Accounting
- Interface with M-SHOP service module and more

Software data conversion and training is available for all products. Learn more about NSS and its products by visiting www.nauticalsoftwaresolution.com.

The Bottom Line: **AM&CG Knows** The Boating Business

Alliance Management & Consulting Group knows the boating industry inside and out. Most of our staff has been in the boating industry for over 25 years. Whatever you need to grow your business, whether it's consulting services that will improve your business performance, or software to help manage your business, AMCG has the experience and knowledge to help.

With less discretionary spending available for boating, you need AMCG more than ever. It's like having multiple departments right next door . . . without having to increase your payroll!

