

Aluminum Fabricated Small Boat Hull

(Overview & Suggestions)

by Mark Allen July 2, 2021

OVERVIEW

1. Global leisure boat market size was valued at USD 41 billion in 2020. North America dominates the leisure boat market in terms of revenue with more than 45% share in 2020. Trends point upward for the Marine Industry (fishing, leisure, water sports, tourism, and trade) for the next five to seven years.
2. In Hawaii and the USA it is common for boat owners to store their vessel on trailers within their own property, most often covered outside or in a garage. This alleviates the cost for an expensive slip and lowers the cost of maintenance of the vessel. Thus, the smaller the vessel; easier to transport, less costly storage and maintenance.
3. Since this is the beginning of your project, the first fabrication it's likely to incur workmanship and material performance issues. Also, it's foreseeable to experience a learning curve with trained and inexperienced fabricators (staff). Reduced labor and material costs are essential, without the detriment of the overall workmanship. Long-term testing will be required for certification, setting maintenance schedule and warranty periods.
4. In Asia, searches on the internet are prevalent with boats manufactured in China. As we know, products manufactured in China do not have a reputation for the best quality and reliability. To alleviate the stigma of the "Made in China" label, some manufactures list their HQ office in country, but choose to manufacture in China. Thus, protecting their brand and reduce the stigma of choosing production in China.

SUGGESTIONS

1. Build smaller economical boats for local Thai, Laos, Cambodia, Myanmar and Vietnam markets, building vessels which can be used on the many rivers throughout the cities, rural areas, and close to shore. As tourism rebounds, this could be an interesting revenue source.
2. Innovative designs for use primarily for these local markets
3. Gain fabrication experience with smaller designs
4. Create Local and Japanese brands
5. Contract with other component manufacturers (inboard and outboard motors, GPS, auto controls, entertainment and information systems, safety & security) to allow the capacity to complete finished products
6. Build your own component supply chain offering them to the end users
7. Use experience and knowledge from boat hull fabrication not only for building larger vessels, but for unrelated projects such as automotive, machinery, business and consumer products.
8. Use brands, knowledge, experience and designs to enter other markets (Australia, Japan, Europe and USA) first by contracting with foreign manufactures