



# NPD pilot application: THE DIGITAL MARINA

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The Medi-Cube project was cofinanced by INTERREG III B and Ministry of Economics of Greece

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## Scope of study

Identification of a business opportunity in establishment of a consortium of companies specialised in digital services for the boats hosted in marinas.



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## Consortium formation

- The **DMS management company** responsible for the marketing and management of the full business.
- The **Wi-Fi internet communication provider** which is a hardware and network support company
- The **information and entertainment services manager** which is a company experienced in Pay-TV services.



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## Study content

- **Description of the market:** The marinas in Greece and the Mediterranean Sea countries. The description includes their location, size and the status regarding internet based services.
- **Product specification and requirements:** The options for administration of services, the necessary hardware infrastructure requirements and the specification of the software sections
- **A cost analysis:** The establishment and operation cost for different scenarios for establishment of services according to the individual services units selected.



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## Product specification

- A large number of scenarios regarding



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## Description of the market

In Greece: 19 marinas (the biggest belong to Tourism Development Co. and are established in Attica and Corfu)

In Cyprus: 2 well organised marinas

In Turkey: Not many marinas, some of the biggest are owned by a single company)

In Italy: A huge market

In Croatia and Slovenia: A developing market with some very well organised marinas



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## The marina of Gouvia, Corfu




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## Setur Kalamis & Fenerbahçe, Turkey

1100 berth places, managed by Koç Holding A.Ş, free Wi-fi to everybody




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## Marina Kastela, Split, Croatia

420 berth places, managed by Adriatic Croatia International Club as most marinas in Croatia.




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## Marina Portoroz, Slovenia

1000 berth places




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## THE ITALIAN MARKET

The biggest marina market in Europe

Marina di Punta Ala, 900 berth places

Riva di Traiano, 1200 berth places

Darsena dell' Orologio, 450 seats






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## Application levels

- **Service presentation level** which facilitate better and more effective presentation and marketing of existing services.
- **Management and transaction level** which facilitate better monitoring and management of applications for services by clients.
- **On-line information level** through establishment of new services for supply of information i.e. regarding visiting the surrounding area of the marina, weather forecast, etc.
- **On-line entertainment level** including watching films, satellite TV, radio, play games, etc.



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## Establishment and operation cost

It is obvious that the first development of such software modules is much higher than a cost for localisation and configuration of the applications for the next establishments.

Vague cost estimation includes the following:

- If no entertainment level is used the establishment cost is approx. 160.000 € and an operation cost is approx. 4000 €/month.
- The entertainment level increases the cost by approx. 40000 € and an operation cost is approx. 6000 €/month.

A detailed definition of establishment and operation cost demands a specific study of the client marina since there are many specific factors related to the architecture of the marina, the extent of services and the sights we want to present, the expected simultaneous users for each service, etc.



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