



Powerboating Redefined

MARKET

Gulf Craft Inc, a leading UAE based manufacturing company, designs and builds quality motor boats and yachts that meet and exceed international standards of excellence. Over the last 27 years, the company has graduated from building small boats, such as the Silvercraft range of family boats, to designing and manufacturing bigger and more sophisticated luxury vessels such as its Majesty Yachts and Oryx Sport Cruisers range. Gulf Craft now stands as the leader in its field in the Middle East building more than 800 vessels annually of which more than 70% are exported outside the MENA region.

Gulf Craft presently employs almost 1,600 highly-trained professional and technical staff at its production facilities in Ajman, Hamriya Free Zone, the neighbouring Emirate of Umm-Al-Quwain and its fully owned subsidiary in the Maldives.

ACHIEVEMENTS

Gulf Craft has won several accolades for its innovatively designed vessels. The induction as member of key international organisations involved in the benchmarking of boat and yacht industry standards is a source of added prestige to the company.

Flexible leadership policies and practices drive Gulf Craft quality imperatives, core corporate values that govern a continuous cycle of improvement, with each engineering and production change

backed by thorough customer and market research and implemented in adherence to strict local and international standards.

"First time right!" is integral to Gulf Craft's quality imperatives, backed by international quality certification to the ISO 9001:2000 quality standard now being pursued as an upgrade of the existing ISO 9001:1994 mark.

Further internationally-set standards to which the company operates include US Coast Guard, CE, RINA (the Italian maritime certification authority), ABS, Lloyds and Bureau Veritas (the global quality standards organisation).

HISTORY

Gulf Craft began operations on a small scale in 1982 to produce 15-foot and 19-foot boats to cater to the local market. From that small beginning, Gulf Craft has grown into an international manufacturer of top-quality yachts for global clientele, thus winning customers in the American, Asian as well as European markets.

Gulf Craft was formed with a vision of producing distinctive vessels for the local market, inspired by the skills of Arab forefathers. That vision still guides them in creating customer-friendly vessels, aided by extensive use of modern technology. Growth and higher demand have enabled them to produce bigger vessels as well as continuously increase their annual production capacity.



Today, Gulf Craft markets its boats and yachts to 40 countries worldwide, through dealers in over 30 international locations. The UAE-based company also has a manufacturing unit and marine service center in the Maldives, which is the first Arab investment of its kind in the Asian Marine industry. Gulf Craft has also constructed an ultra-modern facility in Umm Al Quwain dedicated to the production of super yachts.

Today it is one of only a handful of manufacturers capable of producing vessels of 100-ft and over; with an annual production of about 800 vessels up to 135 ft overall length.

PRODUCT

Exports are at the heart of Gulf Craft's business, with more than 70% of annual production sold to overseas clients. An extensive network of international dealers represents the company in widely diversified markets – from Europe to Australia. And exhibiting at leading international boat shows – Dubai, Dusseldorf, Monaco, Cannes, Barcelona, Croatia, Moscow, Australia, New Zealand among others – keeps the company's name and product to the forefront of market attention.

The company's flagship **Majesty Yachts** brand combines style and elegance with high-technology to create the epitome of truly royal cruising. These elegant thoroughbreds of the sea spare neither expense nor effort to set the definitive 'state of the art' standard for ocean-going luxury.

Since launching Majesty Yachts at the 2004 Dubai International Boat Show, Gulf Craft has taken extensive orders from international clients seeking super-luxury yachts that are also excellent value for money.

The Majesty Yachts series begins with a 44-footer, through a series of size options up to the Majesty 135. Gulf Craft has witnessed a significant increase in demand for its superyachts and the company's ability to keep up with demand has helped to firmly establish it as a major player in the highly competitive superyacht segment.

The company also produces the **Silvercraft** series of family and smaller leisure craft, a wide and diverse range of smaller pleasure boats that have been the product range at the origin of Gulf Craft's fiberglass boatbuilding heritage. This range even extends to ferries and personnel carriers for military applications.

In 2005 it introduced the **Oryx sport cruiser** – the sea-borne equivalent of an elite sports car – that became an instant hit within weeks of launching at the Dubai International Boat Show. Now the Oryx has evolved into a family of high-performance sport yachts and cruisers of different sizes that are exported worldwide. In 2009 Gulf Craft launched the Oryx 54 fly-bridge luxury sports yacht, taking the already hugely popular Oryx range to another level and cemented its popularity among sport boat enthusiasts.

With an ambitious expansion plan and nearly 1,600 skilled staff members including design and engineering experts with prior experience at specialist shipyards in Europe and Asia Pacific, Gulf Craft is steadily increasing export market penetration.

RECENT DEVELOPMENTS

Gulf Craft's operational management has steadily been focusing on building shareholder value, while developing a corporation which can compete with the best in the worldwide

market in terms of brand image, product quality, innovative designs and production methods to create added value for all parties involved.

Outperforming its industry peers globally in earnings and output growth percentage, Gulf Craft is an example of a manufacturer that thrives on a philosophy of fast market expansion and product improvement by cultivating a company policy that embraces continuous change towards improvement and cherishes customer feedback as a way to differentiate oneself on the market and become increasingly successful.

A corporate culture in which enthusiasm, initiative and pride of workmanship are encouraged and staff members are motivated to grow in the organisation by job-rotation and internal promotions, has contributed to the continued internal know-how build-up and retention of quality staff - key factors that helped to differentiate Gulf Craft from its competitors. An open-door policy and high accessibility of the corporate management keeps decision making and product improvement reviews efficient, able to react quickly to market changes and customer concerns.

Proud to be a UAE based manufacturer of international recognition Gulf Craft Inc is

determined to make its mark and be an organisation with a difference, acting also as an international ambassador for the UAE's manufacturing sector as a socially and environmentally responsible organisation with strong roots in UAE society and with a commitment to contribute to further developing that very same society from which it originated.

PROMOTION

Gulf Craft has been the leading supporter of the Dubai International Boat Show since its inception,

promoting the UAE's role in the international boating industry. Gulf Craft is a standard-bearer for the UAE at most of the world's great boat shows and as the region's pioneer boat-builder, the company acts as an ambassador for the UAE and its reputation for luxury yachting by taking part and exhibiting in shows held annually in leading venues such as Dusseldorf, Cannes, Sydney and Monaco.

Gulf Craft's most important social mission is the realisation of its corporate philosophy of contributing to people who desire to live with a high living standard, healthily and securely.

At the environmental level all Gulf Craft productions conform to stringent local and international standards, avoiding pollution and emissions at construction and operational phases. In addition site landscaping, extensive tree-planting, and proper garbage management and disposal ensure that the company's sites in Ajman and Umm-Al-Quwain are models of environmental best practice.



BRAND VALUES

Gulf Craft's corporate culture is shaped by the company's vision, but is rooted in its commitment to business integrity and the passion that inspires all its operations. Corporate culture is also directly influenced by management style and leadership: like a ship on a long ocean-passage, the captain sets the course but shares with the crew the responsibility of making port safely and on time.

Gulf Craft's vision is to be at the forefront of yacht and pleasure-boat manufacturing with a reputation for innovation, quality, and value for money. To realise this vision, professional and business integrity is a prerequisite. Gulf Craft cares about every single one of its clients, partners, suppliers, staff members and the community and society in which it operates. That integrity is founded on a demanding set of standards – refusing to just make the easy sale and then walk away.

The passion derives from whole-hearted enthusiasm for the yachting industry and equal dedication to quality of production and semi customised designs. Together these are the catalysts for the company's success. Becoming an industry leader takes more than sound business strategy; it takes character. Gulf Craft was built on that premise and everything the company does reflects the core values and exceptional qualities of its people and its operations.

Gulf Craft strives to exceed expectations in service and product delivery, put customers first and be an innovative problem-solver.

The drive to apply the latest technologies and to meet the design requirements of customers all over the globe forces a constant rejuvenation and rethinking of production process and products and services manifesting itself in ever-improving product quality.

www.gulfcraftinc.com

Things you didn't know about Gulf Craft

Gulf Craft is one of a very few manufacturers capable of producing yachts of over 100ft.

70% of Gulf Crafts production is exported.

Gulf Craft exports to over 40 countries.

Gulf Craft employs about 1,600 people spread over four shipyards.

There are nearly 10,000 Gulf Craft boats in the Gulf.

Almost all the Gulf Craft boats ever produced are semi customised and unique in design.

Gulf Craft was the first FRP boat builder in the Middle East, established in 1982.

Superbrands

