

# PROFESSIONAL BOOK



**DRAČAN**  
MARINE

# Professional book 2024

This professional book aims at clarifying the general sales and customer service procedures as well as other processes related to collaborating with Dracan Marine.

This document is one of the tools provided by Dracan Marine to help you understand our story, our products and philosophy that stands behind our brand.

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# DRACAN MARINE

## 1.1 - Dracan by Dracan Marine

Dracan Marine sp. z o.o., established in 2023, brings a new era of excellence to the catamaran industry. The inception of Dracan can be traced back to 2018, when two yachting enthusiasts, Piotr Jasionowski and Jarosław Chłopek, united their diverse expertise and shared vision to create their dream boat. This collaboration, fueled by experience and passion, laid the foundation for what Dracan is today.

Piotr Jasionowski - CEO

With 30 years of extensive experience in boat and yacht building, Piotr Jasionowski is a seasoned veteran in the industry. He spent 25 years as President of the Ostróda shipyard, establishing himself as one of the most knowledgeable figures in yacht manufacturing.

Jarosław Chłopek - Sales and Marketing Strategy Director

Jarosław Chłopek brings 15 years of expertise in yacht sales, having formerly represented prestigious brands such as Lagoon and Jeanneau. His vast experience and industry insights are invaluable to Dracan's growth and success.

In 2024, Dracan Marine proudly unveiled its highly anticipated catamaran, marking the beginning of our legacy and making a significant impact on the yachting market. This launch symbolizes our commitment to quality, innovation, and the realization of our founders' dreams.

## 1.2 - Model Art - an executive shipyard

Dracan's business partner, Model Art, is a formidable shipyard with three factories and a workforce of a thousand employees. Its 25 years of experience in yacht construction provide the solid foundations of our success.

Years of cooperation with leading Scandinavian brands result in the highest quality standards in the industry. The company's production experience confirms the production of over 10,000 boats and yachts. Model-Art is considered one of the largest Polish yacht shipyards, with over 25,000 square meters of production space and employing over 800 people.

### 1.3 - Dracan Marine head office personnel



CEO/Production supervisor  
Piotr Jasionowski  
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COO/Sales manager/Marketing  
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Sales and Marketing Strategy Director  
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## SALES DEPARTMENT

### **2.1 - Dracan Dealer Registration**

Distributors must send the following documents to Dracan Marine Sp. z o. o. so an appropriate dealership contract can be prepared.

1. Copy of the business registration certificate of the company
2. VAT number
3. Bank details

All Dracan Marine dealers are subject to this obligation: new ones and already existing ones if they have not yet done it.

### **2.2 - Sales contact**

Please send any matters related to the sale of yachts to the following email address: [sales@dracanmarine.com](mailto:sales@dracanmarine.com) or [mikolaj.chlopek@dracanmarine.com](mailto:mikolaj.chlopek@dracanmarine.com)

### **2.2 - Shipyard visits**

Factory visits must remain an exceptional sales argument, that Dracan Marine is entitled to refuse.

Requests for a factory visit must be made to Dracan Marine Sales department via email, at least 2 weeks prior to the visit.

The visit cannot be made without the Dealer and a Dracan and Model Art shipyard representatives.

No photography or filming is authorized inside the factories.

In any case, all visitors must comply with safety regulations stated below.

#### Safety regulations

It is compulsory that all personnel, whether or not employed by Dracan Marine or Model Art, comply with the safety regulations displayed within the premises during a visit. Visitors should arrive wearing appropriate clothing.

Pets are not allowed during visits and cannot be looked after within the site.

Children under the age of 12 are not permitted to enter the premises.

Visitors will be required to sign a waiver of liability.

Factory visits with potential customers

Your potential customer must be duly qualified: an offer has already been sent, the specification of the boat has been made, the purchase is due within 6 months at the latest.

Factory visits before the delivery

The visit with the owner of the boat or a surveyor cannot last more than 2 hours. Pre-delivery visits are for the sole purpose of checking if the boat complies with the order.

### **2.3 - Territory**

The territory is the one defined in the distribution contract which has been signed with the distributor. In case of doubt, the distributor shall contact their Dračan sales manager.

### **2.4 - The order and order modification**

The final and complete order must be submitted by the dealer before the modification deadline.

All orders must be sent by email to a sales manager using the official price list available on dealer workspace.

Final configuration of the boat should include without fail the following:

Full description of the boat (model, version, engine power, upholstery, packages and options),

Final destination of the boat: Place and country

Delivery conditions: Ex-factory or other individually agreed according to the transport quotation located on Dealers Workspace

Dealer must send a fulfilled order form (price list) by e-mail, based on which the calculation of the yacht is made. Company stamp and the sign of a person authorized to place order is required.

Dračan Marine will issue a Proforma Invoice right after receiving fulfilled order form, based on which the dealer will pay the non-refundable deposit. Deposit must be paid within 7 days after sending the order to secure the slot.

If not, the reservation will be AUTOMATICALLY canceled. (All details are included in the dealers contract).

After receiving the deposit our sales administration team will send distributors an acknowledgement of order with a provisional availability date and a definitive modification deadline by e-mail. An order number will be given to the dealer. This number will be essential and needs to be present in ALL communications with Dracan (e-mails, various requests, reference of bank transfers).

Additionally all necessary information according to order will be visible in the dealer workspace available via dracanmarine.com. In case of any misunderstandings please contact your sales area manager.

Rest of balance must be transferred no later than 21 days before collecting the ordered yacht.

Before collecting the yacht from the shipyard, the Dealer should send via e-mail the details of the final owner of the boat.

- European regulations require that manufacturers are able to contact their customers immediately should any problem arise that might endanger users' lives. Dracan Marine therefore requires all dealers to provide or obtain the owner's full details. Failure to provide this information will result in the boat registration papers being withheld from the dealer. Dracan marine will protect the confidential nature of all such personal data.
- Together with hull numbers, all dates and deadlines are provisional and may be subject to change depending on the production schedule and our order book. Dracan Marine will keep dealers regularly updated in the event of any changes to the handover date.

## **2.5 - Invoicing / Payment**

We remind you that under the terms of the signed distribution agreements, only dealers are authorized to place orders with Dracan Marine, and therefore to be invoiced by Dracan Marine.

Only dealers are liable to send payments to Dracan Marine.

Any payment received from another company than the one with whom Dracan Marine has signed a distribution contract will automatically be rejected.

Direct payment by customers

Dracan Marine will not accept any wire transfer from final customers before the request has been studied and accepted. Any funds sent prior to formal acceptance by Dracan Marine will AUTOMATICALLY be rejected.

In any case, a distributor that has such request should notify its sales admin contact at least 2 months before the payment is made.

Payment

Every Dračan Marine boat leaving the shipyard must have been paid for in full at least 21 days prior to leaving the shipyard in Ostróda. Please put your Order number in reference of ALL your bank transfers + the appropriate Invoice Number

If payment is not received on time:

We reserve the right to cancel or modify the boat's departure date according to availability of the transporter and delivery team.

Storage fees will be applied until a new launching date is set.

## **2.6 - Deliveries in Ostróda**

The estimated availability date indicated on the acknowledgement of order corresponds to the provisional date on which the boat will be available at the factory.

Your sales manager representative will advise in your Collection notice (45 days before the estimated availability date) a precise date in which the boat will be ready to be collected and/or delivered. Dealer must answer this Collection Notice by return with all requested information and documents in order to organize a fine tuning of delivery schedule.

Without any response within the next 72 hours, sales manager considers that all notified conditions are accepted by dealer.

Cargo shipping

The Dealer takes care directly with the forwarding agent of all the logistics until the boat arrives at the port of destination. In this case, the boat is sold Ex-factory.

## **2.7 - Late payment and postponed departures**

Due to our production volume, the shipyard has limited space to store boats in the yard. Consequently, any distributor postponing payment or collection by more than 15 days after scheduled departure will be charged storage fees as follows: € 1,000 per week.

Each started week will be invoiced as a full week.

If the storage exceeds 2 months, Dračan Marine will be entitled to apply the rules in the dealer contract:

Cancellation of the order and loss of the deposit.

Cancellation of the distribution contract



## MARKETING / COMMUNICATION

### 3.1 - Dealers Tools

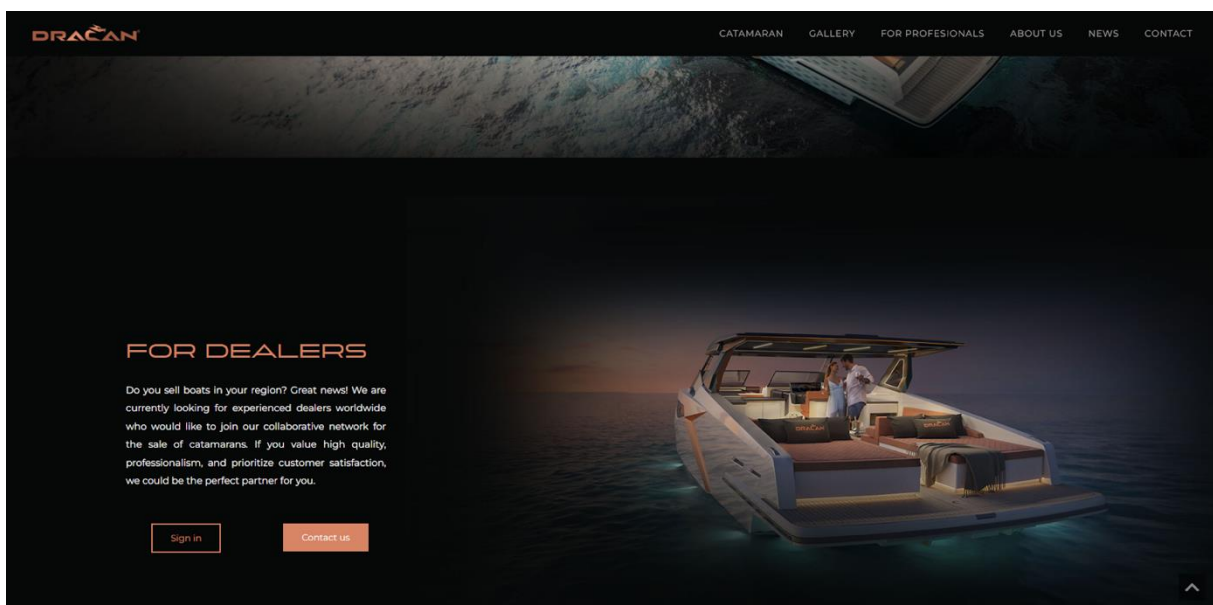
As a Dracan Marine dealer you will be given an access to an online dealer workspace via dracanmarine.com

To access this module, you will need to:

Visit dracanmarine.com

Enter the tab "For Professionals"

Enter your login details



There you will be able to find 3 sections of documents and files\*:

Your documents (unique for every dealer)

Dealer contract

Orders

Claims

General documents (the same for every dealer)

Price list

Warranty terms

Transport quote

Boat specification

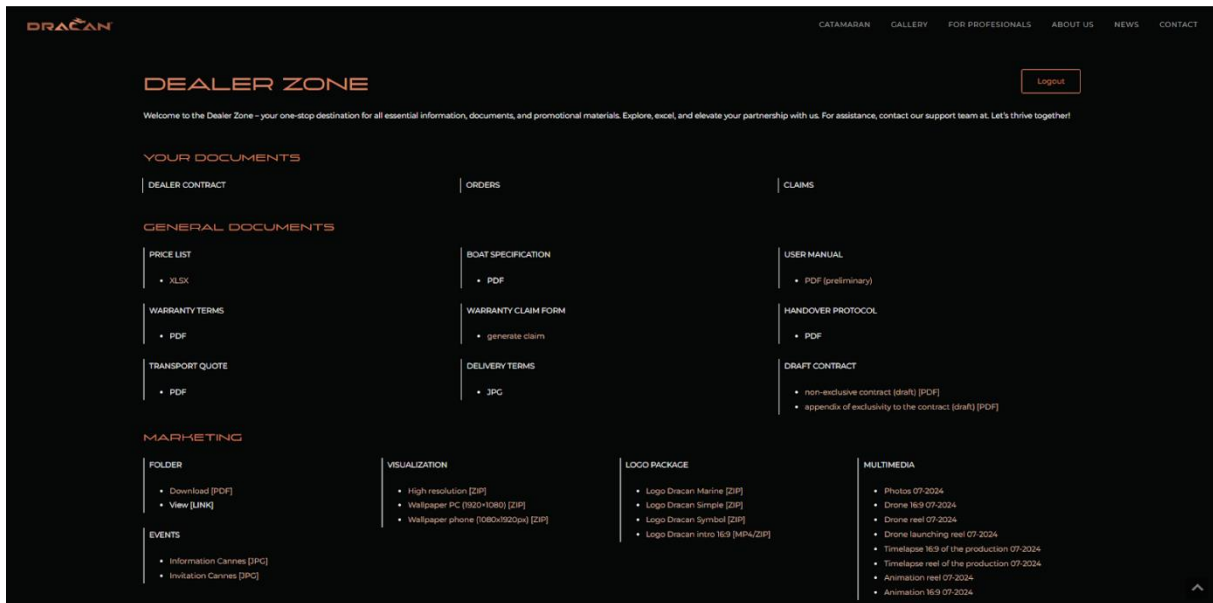
Warranty claim form

Delivery terms

User manual

Handover protocol

- Marketing (the same for every dealer)
- Folder (online brochure)
- 3D visualizations
- Logo Package
- Multimedia
- Photos
- Videos
- Ready to post images
- Ready to post instagram reels and tiktoks videos



\*The content of this platform will be growing accordingly to the growth of DraCAN Marine. We allow for the possibility of expanding the range of documents.

## IMPORTANT

If you do not receive your account validation email, check your spam email folder. Contact your sales manager for any further issues.

Please note that your password is confidential and strictly personal. Any other user of the dealer workspace should have their own password.

Under no circumstances should it be communicated to anyone inside or outside your company. In case of a departure of a team member who has somehow had access to your password, please change it immediately and notify us of their departure.

## **3.2 - Social Media**

We recommend that you follow these pages where you can find ideas for content to share.

Facebook

<https://www.facebook.com/dracanmarine>

YouTube

Channel: Dracan Marine

<https://www.youtube.com/@DracanMarine-ce9gx>

Instagram

<https://www.instagram.com/dracanmarine/>

## **4. CUSTOMER SERVICE**

### **4.1 - Customer Service**

The Customer Service department takes care of all questions having to do with Dracan marine after the commissioning and delivery process. The questions can be grouped under the following categories:

Technical inquiries

Warranty

Spare parts orders

### **4.2 - Warranty**

To generate a warranty claim, simply go to your dealer workspace. There you will find the "generate claim" button which will redirect you to the claim generator. Follow the steps and insert all necessary information along multimedia materials.

Your claim will be redirected to [service@dracanmarine.com](mailto:service@dracanmarine.com) and will also appear in section "your documents" in tab "claims".

All your claims will appear under its unique name, sorted chronologically.

### **4.3 - Technical inquiries**

Dracan marine remains at your disposal to give advice related to technical matters regarding specifications and operation of options in new boats. You may address your technical inquiries as follows. Please send your request to: [service@dracanmarine.com](mailto:service@dracanmarine.com)



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