

ABSTRACT

Over the last ten years, we have seen the appearance of sailboats transporting cargo from local producers. The goal: building an economy around their products transported by sail while putting man and nature above anything else. The “Blue Schooner Company” and “Grain de Sail” are two actors on this market that will be analyzed to understand how these companies run their business and to know how this cargo sail movement functions. Before developing a business plan, you need to know what are the possibilities and difficulties you can probably face. This market branch is not yet well developed. It is just the beginning. There is enough space for everybody in this branch.