

# Godina obljetnice *Anniversary Year*

## MASTER YACHTING

Master Yachting je osnovan prije 45 godina, a Franz Schillinger i Peter Schmid kroz godine su ga izgradili u jednog od najuspješnijih igrača u europskoj trgovini jahtama. Franz Schillinger je kupio Master Yachting sa svojim dugogodišnjim poslovnim partnerom Peterom Schmidom 2011., nakon tri godine restrukturiranja. Visoka razina osobnog angažmana brzo se odrazila u rezultatima. Schmid se prvenstveno brinuo o financijama i administraciji, a Schillinger o prodaji i marketingu: svatko je radio ono u čemu je bio najbolji i čemu se najviše volio posvetiti. Prodaja se povećavala iz godine u godinu; od 2015. do 2018. Master Yachting je bio nenadmašan u prodaji Lagoona u cijeloj Europi, a 2019. čak i najbolji na svijetu. Tajna uspjeha je, uz naporan rad, bila objasniti dodanu vrijednost ulaganja u čarter jahti vlasnicima i tako znatno proširiti ciljnu skupinu potencijalnih vlasnika jahti. Master Yachting je 2016. otvorio ured u Münchenu, za tržišta od Münchena do Düsseldorfa, uz prodajni ured u Zürichu. Osim toga, asortiman proizvoda proširen je 2019. sa Sanlorenzo Yachts, čime je udvostručen obujam prodaje modela kuća Beneteau, Lagoon i Frauscher. Paralelno s time, Schillinger i Schmid su doveli mlade snage u kuću: Marcela Glaubackera iz Düsseldorfa kao operativnog direktora Master Yachting GmbH, Švicarca Corneliusa Kistlera na čelo kćeri-tvrtke Sanlorenzo South Central Europe d.o.o., i Zagrepčanina Dina Mehuna kao voditelja postprodaje za obje tvrtke.

*Master Yachting was founded 45 years ago, and Franz Schillinger and Peter Schmid made it through the years one of the most successful in the European yacht trade. Looking back, in 2011, after having it restructured for three years, Franz Schillinger bought Master Yachting together with his long-term business partner Peter Schmid. The high level of personal commitment was quickly reflected in figures. Schmid primarily took care of finances and administration, and Schillinger took care of sales and marketing. Everyone does what they do best and with maximum dedication. Sales increased year after year; from 2015 to 2018, Master Yachting was by far the best Lagoon dealership in all of Europe, and in 2019, even the best in the world. The secret of success, in addition to hard work, is to convey the meaning and added value of yacht charter investment to customers and thus considerably enlarge the target group of potential yacht owners. In 2016, they opened a subsidiary in München, which serves markets from Munich up to Düsseldorf, and there is also a sales office in Zürich. In addition, the product range has been expanded in 2019 with Sanlorenzo Yachts, which doubled the volume of Beneteau, Lagoon, and Frauscher sales. Meanwhile, Schillinger and Schmid have brought youthful and dynamic support to the company. Marcel Glaubacker, from Düsseldorf, is the operational director of Master Yachting GmbH, the Swiss Cornelius Kistler manages the subsidiary Sanlorenzo South Central Europe d.o.o. and Zagreb based Dino Mehun is head of after-sales for both companies.*



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