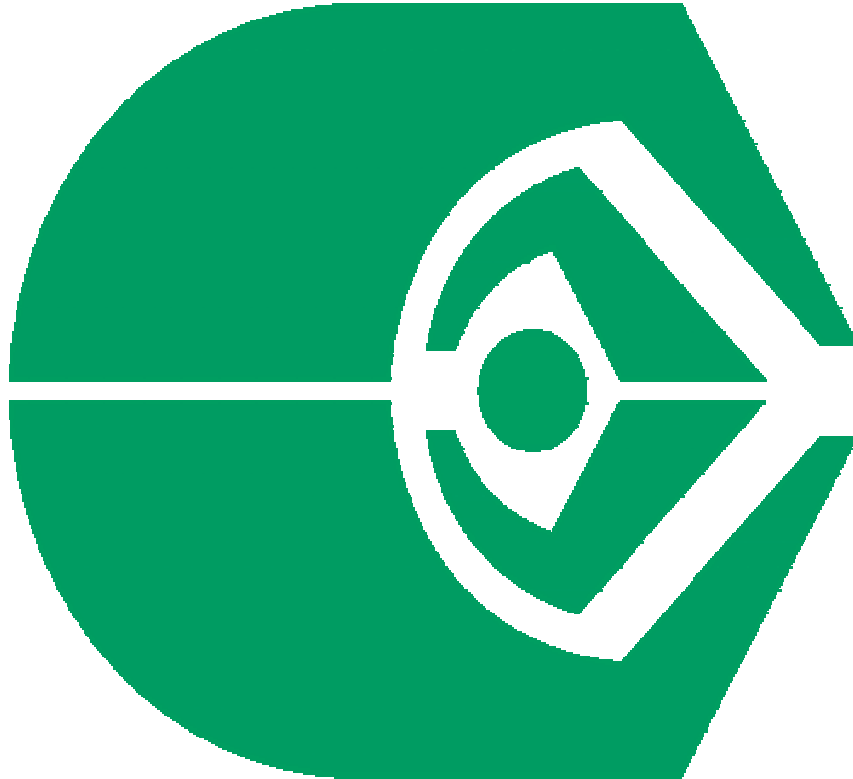


STARFLEET ACADEMY

Institute of Alien Studies Ferengi Orientation College



Ferengi Manual 2009 Edition

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Part 1 – Introduction

Never ask when you can take.

- **An old Ferengi saying (DS9: Babel)**

(This quotation is an old Ferengi saying upon which their whole society is structured.)

Welcome!

Welcome to the new Ferengi course presented by the STARFLEET Academy.

The Ferengi are some of the most devious, greedy, individuals in the galaxy - but they are also some of the best business men in galaxy as well. They deserve, and now have, a SFA School of their own.

This manual will attempt to summarize all that is know about the Ferengi into a useful field report that SFMC members can use to familiarize themselves with, should they have dealings with the Ferengi.

Special Dedication

This manual is dedicated to all the members of the SFA and SFMCA participants that we have lost during 2008. Most notably this manual is dedicated to the passing of Lieutenant General Truman Temple on September 29th, 2008 due to a lengthy illness. Truman was the best of us. He was a good SFA Director, Branch Director: SFMCA, MSG OIC, Chapter CO, past COTRACOM, friend & mentor, but most of all he was a good family man.

I am sure Truman is watching over us all and will continue to guide our actions.

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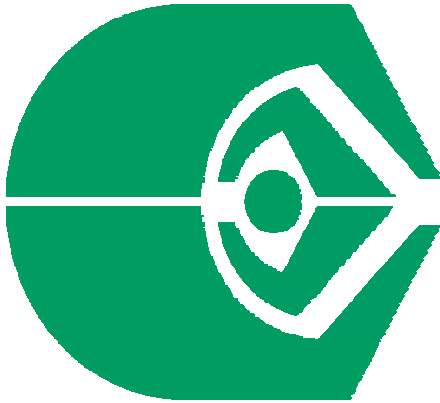
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Reporting Authority

The governing authority for courses in alien studies is the Dean of the Institute of Alien Studies. The director of the school is _____ and can be reached via email at _____@_____

Part 2 – The Ferengi



The Ferengi are a race of aliens who praise capitalism above all else. Everything takes a back seat to the chasing of profit. As a race, the Ferengi mirror Old Earth 21st century CEO's in their pursuit and greed for profit.

The home world of the Ferengi is known as Ferenginar. Ferenginar is also the capital of the Ferengi Alliance. The Alliance is what the Ferengi people consider a world government.

Known worlds

There are three important worlds to the Ferengi Alliance, they are:

- **Clarus System** – The Clarus System is the home of a sizable Arcybite mining operation. It is also considered to be a linchpin both financially and politically to the Alliance
- **Ferenginar** – The home world of the Ferengi Alliance. Ferenginar is a Class M world that is known for its rain. It rains so much on Ferenginar that vegetation rots and rivers are almost pure muck. The Ferengi have 218 words for rain.
- **Lappa IV** – The Ferengi colonized the fourth planet of the Lappa System. The flower, Zan Periculi, is native to this world.



Part 3 – Physiology



The Ferengi resemble most humanoid species but are somewhat shorter than the average Terran. The average Ferengi reaches a height of approximately 5 feet / 1.5 meters. All Ferengi possess a similar shade of orange skin, noses with wrinkles up the bridge, blue fingernails and sharp teeth.

Ferengi's have many characteristics that set them apart from other species. One of the chief differences is their enlarged craniums that contain a four-lobed brain. Most humanoid species possess a two lobed brain - this includes Terrans from Earth. It is believed that the four-lobed brain is what makes Ferengi impervious to telepathic scans.

Ferengi have two oversized ears that are referred to as lobes. Males, of the species, have bigger lobes than those of females. Their oversized ears give them better hearing than most humanoid species. The ears are also a pleasure zone for Ferengi males. Stimulation of the ears is referred to as "oo-mox".

Ferengi have a unique anatomy. They have upper and lower lungs in an ascending rib cage. The Ferengi heart is also much quicker than that of a Terran. It was once noted to Quark of Deep Space Nine, that if he were Terran, then he would be suffering from a permanent heart attack.

Ferengi as a species, have very strong immune systems. When Space Station Deep Space Nine was affected by the Aphasia Virus, Quark was one of only a handful of station occupants who did not contract the virus. Their immunity also assists their longevity. It is not unheard of for a Ferengi to live past one hundred years of age.

Pyrocytes

Pyrocytes are a unique cell type found in Ferengi and the Kazon species. If they are applied to the skin, they have been known to cause a severe allergic reaction in Terrans.

Doctor Arridor a member of Daimon Goss's negotiating team for the Barzan Wormhole used pyrocytes taken from the Ferengi Goss and infected Mendoza, the Federation Negotiator. This was a ploy to knock the Federation out of the negotiations for rights to the Barzan Wormhole. For more information on this topic, see Part 7: Ferengi History.

Similar Species

It is believed that the Ferengi are related to the Koheerians, and Dopterians. All three species share similar characteristics that can account for a possible shared lineage.

Part 4 – Society

Unlike most species of the Alpha and Beta quadrants, the Ferengi are a male dominated society. The men have all the power and women are treated as an inferior, second class in society.

Ferengi culture

Even though the Ferengi had a violent past, they pride themselves on being able to avoid some of the worst parts which include genocide or slavery. This allows them to hold their heads high when they ridicule Terrans for the sins of their fathers.

Ferengi culture has always been based on business deals or the pursuit of profit. The word “charity” is actually a rude swear word to them. A close allegory to their cultural nature could be a parody of the Terran culture during the 20th and 21st centuries a time when that culture was driven by the need to acquire wealth and possess things. The only difference is that the Ferengi take it to a degree that is more perverse than anything the Terrans ever did or could do.

Ferengi children do not idolize sports figures, warriors, or politicians. Businessmen are idolized in Ferengi society due to their upbringing. Male, Ferengi children are taught the Rules of Acquisition, by their mothers, as soon as they are old enough to understand them.

Religion

Even though Ferengi society is centered around the acquisition of wealth and profit, the Ferengi people do have a fairly simple religious belief system. At the core of this belief is that you can take your wealth with you.

Upon death, it is believed that a Ferengi will find himself before the Blessed Exchequer (a figure they pray to regularly in life). The Exchequer’s purpose in their religion is to be the final judge on the Ferengi’s life. A successful Ferengi is a Ferengi who amassed profit and wealth and is allowed to bribe the Exchequer and enter the Devine Treasury. Once inside, the Ferengi uses his accumulated wealth to bid on his next life.



The flip side of this is that if a Ferengi was unsuccessful in life and did not amass profit, then they would find themselves in the Vault of Eternal Destitution and never be able to return to the material plane.

Currency of the Realm

As a form of currency for trading, transactions and bribes, Ferengi prefer to use Gold Pressed Latinum. Latinum is actually a liquid, that they suspend gold in so that it can be made in physical currency. The gold obviously gives it its appearance and color.

Gold Pressed Latinum comes in four known quantities which are: bricks, bars, strips, and. 1 bar is equal to 20 strips which in turn is equal to 2000 slips. No one knows how many bars, strips, or slips are equal to a brick.



Women in Ferengi society

Ferengi females are barred from most of what other females, of other species take for granted. Some of the things females were barred from doing are:

- Own property
- Wear Clothes
- Earn Profit
- Leave their homes without a male escort
- Speak to strange males

Women generally have no say in who they marry. Marriage is a contract agreed to by the groom and the bride's father. The bride's father agrees to lease his daughter to them groom for a set period of years for a fee. The fee is paid once the bride produces a male heir.

Changes to society

During the 24th century, women made up a greater percentage of the population of Ferenginar than males did. For example, after Ishka, mother to Quark and Rom, became involved with Grand Nagus Zek things began to change for women.

Some Ferengi realized that profit was being lost due to traditional values and Ishka capitalized on this. Ishka, Zek, and Quark were able to get some reforms passed.

Some of the recent changes made to Ferengi society include:

- Womens rights to wear clothing, engage in business, and earn profit
- Ferengi would begin to pay taxes
- Receipts are now necessary for bribes
- Social programs that include wage subsidies, retirement benefits, and healthcare

(As Rom has since taken over for Zek as Grand Nagus, more reforms are sure to follow.)

Traditions

There are many traditions and rituals in Ferengi society. Some of which are:

- **Naming Day** – This day occurs when a new male Ferengi is brought into the world. It is customary to give the new male gifts.
- **Ferengi Attainment Ceremony** – This tradition occurs when a male is old enough to make decisions for himself. As part of the ceremony, the young Ferengi will auction off some of his personal items in order to raise capital for his first business venture.
- **Entering a Ferengi's home** – When entering the home of another Ferengi, guests will find clean towels with which to wipe the head. At the entrance, the owner will greet his guests by saying, “my house is my hose” to which the visitor will reply, “as are its contents.” Following the formal greeting, visitors are required to pay 1 slip of latinum as an admission fee per person. They are also required to pay 1 slip per person to sign the Waiver of Responsibility should something go missing during their visit.
- **Greeting one another** – Much in the same way that humans like to shake hands, Ferengi greet one another with their wrists pressed together, hands apart and fingers curled in. It should also be said this gesture can also be interpreted as a sign of submission if the Ferengi bows slightly forward and is face up.
- **Death Rituals** – There are two parts to the death rituals of the Ferengi people.
 - The first is that autopsy or post-mortem examination is not allowed. Desecration of the corpse, by outsiders, prior to vacuum desiccation was a cultural prohibition. (For example, Dr. Beverly Crusher of the USS Enterprise got in trouble for doing an autopsy on Dr. Reyga when he was murdered aboard that vessel).
 - The second part, (as a means of honoring the dead of their society), the body is vacuum dessicated and pieces of the body are sealed in small discs. The discs can then be sold (if the person was important to Ferengi society) or given out so that all who knew the Ferengi have a piece to remember them by. A Certificate of Dismemberment is included with each disc.



- **Waiver of Property and Profit** – The Waiver of Property and Profit or WP&P for short is a document signed by the bride of a Ferengi male. The document is analogous to a Terran prenuptial agreement. The Waiver is meant to protect what the male owns.

Language



Ferengi is the official spoken language of the Ferengi people. Typical writing of the language resembles a flow chart (as seen to the left). Text is written at a 60 degree angle as it radiates from the center of the page and out towards the edges. An example of a note written in standard Federation style can be seen to the right.



Here are a few words in the Ferengi language:

- Moogie - Mother
- Yop - I
- Gren - You
- Yoba - Brother
- Neep-gren - Thank you
- Nandi - Excellent

Other than words, here are a few phrases in the Ferengi language:

- Gooblaturpyob - Bank account with brains
- Yop im too, yoba. Yop sko ta yop ma. - I'm sorry, brother. I did the best I could
- Vo yop toe pah? - Can I have that?
- Oooh, gar-dey latinum sou-tah - Oooh, this is worth its weight in latinum
- Irr gnales, nohm setron. Quetsivoo! - They're alive, but unconscious. It worked!
- Goss uff wok ton. Goss uff wok ton. - Let us out of here. Let us out of here
- Tenda sout bazul, ningor! - It's not on this deck. Let's go!

Traditional Games

As a past-time, Ferengi have games just like all other humanoid species except that their games were developed to match the business-like nature of their society.

Tongo is a game played with cards and a wheel similar to a roulette wheel. At each turn, players have to either evade, confront, acquire, or retreat.



Each year there are Global Tongo Championships on Ferenginar.



Dabo is another Ferengi game that also uses a wheel, but in this game players place bets with gold pressed latinum by either buying, selling or converting before the next spin of the wheel.

Dabo wheels are popular in Ferengi gaming establishments. (Quark's Bar on Deep Space Nine had one for instance).

Food and Drink

The Ferengi have some unique food and drink items found only in their society. Some popular drink items are:

- Slug-o-cola: Slug-o-cola is a beverage consumed by the Ferengi people. The drink is green in color and claims to have 43% live algae as an ingredient. This leads to the slogan for Slug-o-cola, "The Slimiest Cola in the Galaxy." For a time, drink was one of the most popular in the alliance and had a 75% market share.

(When sales of Slug-o-cola began to decline in 2374, Lumba [Quark in disguise] suggested to Chairman Nilva that he should support Grand Nagus Zek's reforms. Lumba suggested that it would open up a whole new customer base for the drink.)

- Eelwasser: Eelwasser is another beverage found in the Ferengi Alliance. Eelwasser was nothing more than water from Bowog Bog, but even the companies co-founder, Vorp declared, "MMM... Tastes like eel." In 2374, Eelwasser gained ground on Slug-o-cola and began to do better in the market place.

One strange thing about Eelwasser was that it included the Vulcan symbol for IDIC on the label of some bottles. Other labels had the picture of the co-founders Sluggo and Vorp.

The majority of Ferengi food is some form of insect or vemicular lifeform. The only stipulation is that the lifeform has to come from Ferenginar; otherwise, it is not considered food. Some popular food items are:

- Tube Grubs: Tube Grubs are a delicacy in Ferengi society. They are a larva-like organism similar to a Terran maggot. The traditional preparation of Tube Grubs is to serve them chilled.

Although chilling them is the way the Ferengi would serve them, Terrans have had other ideas.

* Joseph Sisko – father of ex-Deep Space Nine commander CPT Benjamin Sisko, once planned to serve Cajun-style tube grubs that would have to be cooked to be served.

* His son, Benjamin Sisko even served pureed Tube Grubs to Nog (son of Rom) and Jake (Benjamin Sisko's son).

- Flaked Blood Fleas: An appetizer or snack eaten by Ferengi.
- Gree-worms: A worm-like creature similar to Tube Grubs. Ferengi call them succulent and juicy. As a warning, Gree-worms have to be lightly toasted or they could bite you during consumption.
- Jellied Gree-worms: The same as above; however, the worm is jellied instead of lightly toasted. This form of gree-worm is more popular with children than adults.

All food in Ferengi society is not necessarily insect based. Ferengi will also eat plant life to supplement their diets. A few plant items eaten by Ferengi are:

- Lokar Beans: A bean that grows on the Ferengi homeworld. It is dark in color and pungent in aroma.
- Spore Pie: A pie that contains spores from the various forms of plant life on Ferenginar. The crust is made of grubs, but it is said to be flaky.

Sexual Practices

Over the years we have learned (or involuntarily learned) of a few sexual practices of the Ferengi people.

- Oo-mox - A massaging of the lobes to illicit extreme pleasure and relaxation in another Ferengi. This practice is not necessarily sexual it can be seen that way by other species.
- Tempanic Tickle - A mutual sexual practice that Ferengi can perform on one another. The Ferengi or other species involved must have a thorough knowledge of Ferengi anatomy; otherwise, the practice can lead to an infection of the lobes.

Part 5 – Government

As stated earlier, the government of the Ferengi people is known as the Ferengi Alliance. The Alliance has existed for over 10,000 years.

That is longer than nations of Earth and the Federation. Most nations on Earth have been around several thousand years and the Federation has existed a little over the past 200 years.

Due to their pursuit and/or greed for profit, the Ferengi Alliance is neutral in matters of galactic politics. To make enemies is to diminish business opportunities and the Ferengi are in it for the money.



The Grand Nagus

The Alliance is overseen by the Grand Nagus. The Nagus exists in the dual role of head of state and business leader. The Nagus' greed is supposed to be an example to all other Ferengi businessmen everywhere. The Grand Naguses in order are (if they contributed to Ferengi society or something is known about them, then they will have a notation after their name):

- Gint: Wrote the first Rules of Acquisition
- Yost:
- Drik:
- Frek: Wrote the 4th Rule of Acquisition. Was the first to add rules since Gint and before Zek did his rewrite.
- Brolok:
- Oblat:
- Smeet: Least popular of all Naguses. Was called Smeet "The Obvious"
- Vurp: The only Nagus to be considered a military dictator. Did not use the title Grand Nagus, but preferred to keep the title of Daimon
- Untz: Created the Ferengi Commercial News network which is still in use today and is how the majority of Ferengi learn important information.
- Twim: Nagus during the time travel incident that almost destroyed the alliance. Outlawed time travel within the alliance as a way of preventing such disasters in the future.
- Zek: The Nagus most responsible for finally giving women rights on Ferenginar and thus ending the patriarchal nature of their society.
- Rom: The current Grand Nagus. Continues the work started by Zek which include reforms to Ferengi society and the Congress of Economic Advisors.

Agencies of the Ferengi Alliance

There are several agencies within the Alliance, but the most notable is the Ferengi Commerce Authority or the FCA. Other known agencies include the Ferengi Gaming Commission, the Ferengi Health Commission, and the Ferengi Trade Commission.

Ferengi Commerce Authority

The FCA was empowered to enforce the Ferengi Trade By-Laws and Ferengi Code. Field representatives of the FCA are known as Agents. Agents have the power to strip any Ferengi of their right to do business with the Alliance or anyone seeking to do business with the Alliance should they find they are not obeying the Trade By-Laws or Code.

Senior to the Agents is the governing authority of the FCA. They are known as the Board of Liquidators. One of their chief duties is the confirmation of the next Nagus once the previous Nagus makes his selection of his successor. The Board of Liquidators meet on the 40th floor of the Tower of Commerce on Ferenginar.

Ferengi Gaming Commission

The Gaming Commission is responsible for overseeing gaming opportunities for the Alliance. Under Grand Nagus Zek, the commission was able to secure gaming rights from the Bolians to operate Bolian Gaming Emporiums in the year 2374.

Ferengi Health Commission

The Ferengi Health Commission is an agency of the Ferengi Alliance. Other than the FCA, it is the only other agency that can revoke a Ferengi's business license.

Ferengi Trade Mission

The Trade Mission has the responsibility to ensure that trade is regulated within the borders of the Ferengi Alliance. They also work to facilitate trade between the Alliance and other members of the galaxy.

Laws

The quest for profit and the drive to succeed are the guiding principles of Ferengi philosophy. This philosophy was created approximately 10,000 years ago and is still in effect today. The Ferengi ingrained the philosophy so much into their lives that they codified it into what is known as the Rules of Acquisition.

With profit being the driving motivation of their society, loss of profit is seen as the ultimate punishment.

If a Ferengi breaks the law, then the punished could include loss of property & assets. Depending on the severity of the crime, the punishment could also force the perpetrator and his family into indentured servitude to repay the debts owed.

The Ferengi have no system for Capital Punishment. The closest thing to this is the revocation of a Ferengi's business license. Without a license, they can not conduct business within the alliance or with other Ferengi. A Ferengi that can not earn profit might as well be dead.

One of the severest crimes of Ferengi society is to break a contract between ones self and another Ferengi.

- * Quark was guilty of such an act when he broke his contract to sell his remains to Brunt. The act cost Quark his business license and almost cost him his bar if not for the generosity of his extended family in the crew of Deep Space 9.)

Ferengi Military

The military is not a true military force, but more of a quasi-military / paramilitary force. This allows them to remain neutral in all conflicts and keep the prospect of business open with both sides. That is not to say that they do not have armed vessels. The Alliance employs the D'Kora Class Marauder in the interest of exploration or the defense of a business asset.

Rank in the military can be bought like almost any commodity. When a promotion becomes available, the highest bidder or the one with the most to barter with always wins. Ferengi businessmen can purchase the quasi-military rank of DaiMon from the Alliance. DaiMon is loosely the equivalent of a Starfleet Captain. DaiMon's have the opportunity to command a Ferengi starship.

Other ranks in the military are: Zok, Sub-Letek, Letek, Sub-Taar, and Taar



Some of the known Ferengi ships are:

Early Ferengi Ships

This type of vessel intercepted the Enterprise NX-01 in the early days of the Federation. The structure seen in later vessels is apparent, but not as pronounced. This was a small ship, similar to a shuttle. The ship was 55 meters and was capable of carrying a complement of 40 crew members.



Ferengi Shuttles & Shuttlepods



Over the years that the Federation had contact with the Ferengi, several smaller Ferengi vessels have been seen. These smaller vessels fall into the group of Shuttles and Shuttlepods.

One of the first glimpses at a Ferengi shuttle came from records of a shuttle that belonged to the Enterprise D.

The shuttle captured in the sensor records of the Enterprise shuttle was that of a two person shuttlepod. The shuttlepod is a smaller shuttle that appeared very small and cramped. The overall length of the vessel was only six meters. Shuttlepods were only capable of carrying a crew of two persons, but were warp capable.

- * Quark's cousin Gaila bought him a shuttle to repay a loan Quark made him years before. Quark was to name the shuttle, "Quark's Treasure".

The Ferengi shuttles are 18 meters long (12 more than a shuttlepod) and can ferry up to 8 passengers. Like the shuttlepod, they are warp capable, but the shuttles provide a bigger cockpit, a sleeping area, replicators, and a cargo bay for storage. Shuttlepods have only a small cockpit and no amenities.

Some variants, of the shuttle, are also known to have deflector shields and phasers.

D'Kora Class

The D'Kora class marauder is the mainstay of the Ferengi Alliance. It is used as a warship and freighter depending on what the mission is. D'Kora Class starships are commanded by a Daimon which is a quasi-military rank that successful Ferengi can purchase from the Alliance.



Coming in at 366 meters, D'Kora class vessels were just over half the size of a Galaxy class starship and are heavily armed. It has been said that they carry a missile launcher, phasers, photon torpedoes, and an electromagnetic pulse weapon that could weaken deflector shields and possibly deplete the fusion generator and batteries of a ship as much as 30% in one discharge.

The ship carries a standard complement of 450 crewmen and is warp capable to speeds of at least Warp 9.

Ferengi Freighter

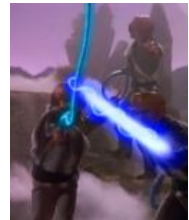
The Ferengi also have a merchant-style freighter when it is mission appropriate. Freighters are used more for business deals where there is low risk. Whether by accident or on purpose, the D'kora Class Marauder was referred to as a Ferengi Transport Ship.

A freighter fitting this description once docked at Bajoran Space Station Deep Space Nine. Major Kira, First Officer and later Commanding Officer of the station mentioned that the freighter, "Sepulo" was docking with the station. The Sepulo was attending a trade conference arranged by Grand Nagus Zek. This would be one of those situations where it would be inconvenient to bring a D'Kora Class Marauder to a business meeting.

Ferengi Weapons

Outside of ship-based weapons mentioned above, the Ferengi have a series of hand weapons used in person to person fighting:

- Energy Whip: The Energy Whip is similar to that of Terran whip except that it is composed of pure energy. The whip, when lashed, fires a pulse of energy that is used to stun their target without further harm. Around the year 2151, the energy whip discharged pulses that appeared yellow in color; however, 200 years later, the crew of the Enterprise D encountered similar technology that discharge a blue pulse.



- Ferengi Phaser: The sidearm of Ferengi Alliance. The phaser used by Ferengi fires a forced plasma beam which is unlike the Federation phaser (which fires a nadiion particle beam).



- Thought Maker: The Thought Maker was a machine that could brainwash a humanoid brain and make it susceptible to suggestion. The devices were illegal in the Ferengi Alliance.



Part 6 – The Rules of Acquisition



The Rules of Acquisition were written by the first Ferengi Grand Nagus Gint.

In a dream Quark was having for example, Gint told Quark that the name for the book was a marketing ploy to get Ferengi to buy it. Gint told him, “Would you buy a book called the Suggestions of Acquisition?”

Below is a list of the Rules that have been revealed to us by the Ferengi over the years:

- 001 Once you have their money ... never give it back.
- 003 Never pay more for an acquisition than you have to.
- 006 Never allow family to stand in the way of opportunity.
- 007 Keep your ears open.
- 008 Small print leads to large risk.
- 009 Opportunity plus instinct equals profit.
- 010 Greed is eternal.
- 013 Anything worth doing is worth doing for money.
- 016 A deal is a deal ... until a better one comes along.
- 017 A contract is a contract is a contract (but only between Ferengi).
- 018 A Ferengi without profit is no Ferengi at all.
- 019 Satisfaction is not guaranteed.
- 021 Never place friendship above profit.
- 022 A wise man can hear profit in the wind.
- 023 Nothing is more important than your health--except for your money.
- 027 There's nothing more dangerous than an honest businessman.
- 031 Never make fun of a Ferengi's mother... insult something he cares about instead.
- 033 It never hurts to suck up to the boss.
- 034 Peace is good for business.
- 035 War is good for business.
- 040 She can touch your lobes but never your latinum.
- 041 Profit is its own reward.
- 044 Never confuse wisdom with luck.
- 045 Expand, or die.
- 047 Don't trust a man wearing a better suit than your own.
- 048 The bigger the smile, the sharper the knife.
- 052 Never ask when you can take.
- 057 Good customers are as rare as latinum -- treasure them.
- 058 There is no substitute for success.

059 Free advice is seldom cheap.
060 Keep your lies consistent.
062 The riskier the road, the greater the profit.
065 Win or lose, there's always Hyperian beetle snuff.
075 Home is where the heart is ... but the stars are made of latinum.
076 Every once in a while, declare peace. It confuses the hell out of your enemies.
079 Beware of the Vulcan greed for knowledge.
082 The flimsier the product, the higher the price.
085 Never let the competition know what you're thinking.
089 Ask not what your profits can do for you, but what you can do for your profits.
094 Females and finances don't mix.
097 Enough ... is never enough.
099 Trust is the biggest liability of all.
102 Nature decays, but latinum lasts forever.
103 Sleep can interfere with profit.
104 Faith moves mountains ... of inventory.
106 There is no honor in poverty.
109 Dignity and an empty sack is worth the sack.
111 Treat people in your debt like family ... exploit them.
112 Never have sex with the boss's sister.
113 Always have sex with the boss.
117 You can't free a fish from water.
121 Everything is for sale, even friendship.
123 Even a blind man can recognize the glow of latinum.
139 Wives serve, brothers inherit.
141 Only fools pay retail.
144 There's nothing wrong with charity ... as long as it winds up in your pocket.
162 Even in the worst of times someone turns a profit.
177 Know your enemies ... but do business with them always.
181 Not even dishonesty can tarnish the shine of profit.
189 Let others keep their reputation. You keep their money.
192 Never cheat a Klingon ... unless you're sure you can get away with it.
194 Its always good business to know about new customers before they walk in the door.
202 The justification for profit is profit.
203 New customers are like razor toothed grub worms. They can be succulent, but sometimes they can bite back.
211 Employees are rungs on the ladder of success. Don't hesitate to step on them.
214 Never begin a negotiation on an empty stomach.
218 Always know what you're buying.
223 Beware the man who doesn't make time for oo-mox.
229 Latinum lasts longer than lust.
236 You can't buy fate.
239 Never be afraid to mislabel a product.
242 More is good ... all is better.
255 A wife is a luxury ... a smart accountant is a necessity.

261 A wealthy man can afford anything except a conscience.
263 Never allow doubt to tarnish your love of latinum.
266 When in doubt, lie.
284 Deep down everyone's a Ferengi.
285 No good deed ever goes unpunished.
286 When Morn leaves, it's all over. [Quark's rule]

There are also a few unwritten rules that have never been codified into the Rules of Acquisition. They are:

- When the messenger comes to appropriate your profits, kill the messenger.
- Time, like latinum, is a highly limited commodity.
- Exploitation begins at home.
- Always inspect the merchandise before making a deal.
- Respect is good, but latinum is better.
- When no appropriate rule applies, make one up
- A good lie is easier to believe than the truth.
- Money is money, but females are better.
- Exploitation begins at home.

Part 7 – History



Even though Ferengi history can count back some 10,000 years, much of what is known is now limited to legend.

Grand Nagus Gint, the first Nagus of the Ferengi Alliance, was responsible for the Rules of Acquisition. The rules are considered to be the crowning achievement of Ferengi society. The rules govern all business transactions.

The purchase of Warp Drive technology from the Breen, allowed the Ferengi to expand their sphere of influence beyond their home world. To the galaxy, the Ferengi were an unknown race who was only known through hearsay and rumors.

Early contact with humanity

The Ferengi's first contact with humanity was due to a shuttle mishap that would land Quark, Rom, and Nog in the year 1947 in a place known as Roswell, New Mexico.

The Command Sequencer on Quark's shuttle, Quark's Treasure had been frozen by his cousin Gaila in an obvious attempt to kill him. The frozen command sequencer would not let the shuttle exit warp and would have eventually torn the shuttle to pieces. Due to quick thinking on the part of Rom, he had flooded the cargo hold with warp plasma to react with the Kemocite that Quark was smuggling. The reaction threw the shuttle out of warp, but also back in time.

When the shuttle crashed in Roswell, the military took the ship and the bodies they found to a secret military base. At the base, the Ferengi and Terrans could not understand each other. Quark had deduced that their universal translators were broken and after making a repair both sides could speak to one another.

In attempt to play up to human greed, Quark then attempted to sell the US Military technology from the 24th Century, but it would be human arrogance that would get the better of him. The military attempted to torture Quark to learn his real plan. Quark knew they had to escape or they would have been killed and dissected.

In a twist of luck, Odo had stowed away on the shuttle. While on the base, he had impersonated a German shepherd, which is a breed of Terran Canine. Odo had then told Quark that he would get the shuttle ready.

Quark and his party were able to escape their military capturers' with the assistance of two military officers who did not agree with what their Commanding Officer was doing. In order to return, the Ferengi realized that they would need an equally strong reaction

to propel the shuttle forward in time as they were out of warp plasma. Luckily the military was test detonating an underground nuclear warhead adjacent to the base. Quark had then flown the shuttle into the resulting mushroom cloud from the detonation. The radiation of the explosion and the remaining Kemocite in the cargo hold was enough to put the shuttle back in its right place in time.

These events or the name Ferengi would never make it into the history books as the CO of the base in 1947 classified the events that unfolded and the official story would be that a weather balloon crashed in the Roswell desert.

Contact with Terrans (in space)

In 2151, Terrans had their first contact with the Ferengi people aboard the NX Class Enterprise. The Ferengi (led by Ulis) used a trojan horse-like device to knock out the crew. Their plan was to loot the ship of all valuables and be gone prior to anyone waking up. What they did not count on was Starfleet procedure of Decom Chamber usage when crew come back from foreign environments. Chief Engineer Charles Tucker III was in such a chamber and was not knocked out by the gas. He was able to revive fellow crew members T'Pol and Jonathan Archer. Together they used their knowledge of the ship and the Ferengi's apparent greed & distrust (of each other) to foil their caper. In the end, a verbal contract between Krem (cousin to Ulis) and Captain Archer kept the events that transpired to themselves. Archer's report to Starfleet would classify the assailants as unknown and thus keep the Ferengi name out of the history books.

Contact with the Federation

In 2355 the Federation would have contact with an unknown assailant that would years later prove to be Ferengi. The vessel known as USS Stargazer came under attack in the Maxia Zeta system. Faced with multiple deaths amongst the bridge crew Jean Luc Picard led the survivors in a daring maneuver that fired the warp drive for a brief second. This made the Stargazer appear to be in two places at once. Using this advantage, the Stargazer fired on and destroyed their assailant.

The Federation's official contact with the Ferengi occurred in 2364. This event is noted as the first contact as previous contacts did not note the species by name. First contact occurred in the Delphi Ardu System when the Enterprise D and a Ferengi ship were trapped together at a derelict outpost of the Tkon Empire.

The crew of the Enterprise D would have three more experiences with the Ferengi over the years.

- During the negotiations for the Barzan Wormhole (at the time it was believed to be the first stable wormhole), the Ferengi would attempt to participate in the negotiations. The delegation was led by a Ferengi by the name Daimon Goss and he was assisted by Dr. Arridor. The Ferengi would attempt to knock the Federation out of the negotiations by poisoning their mediator, Seth Mendoza, with Pyrocytes distilled from Goss's blood.

When this proved ineffective because William Riker of the Enter would take over as lead negotiator (for the Federation), the Ferengi would make a backroom deal with the Chrysallian negotiator named Devinoni Ral. Prior to his deal with the Ferengi, Ral also bought out the Caldonian representative as well. This gave Ral a stronger bargaining position and he won the rights to the wormhole.

The victory would appear to be hollow as it was later reported by Geordi LaForge and Data that the wormholes terminus was not stable. Ral bought a worthless wormhole for the Chrysallians and Daimon Goss would realize no profit on his business venture.

- Daimon Bok would contact Captain Jean Luc Picard (now of the USS Enterprise D) and offer to return to him his former ship, the USS Stargazer. Bok has told Picard that the ship was discovered as a derelict. Unknown to Picard, at the time, Bok has installed an illegal Ferengi device known as a Thought Maker aboard the Stargazer prior to returning it. His intent was to get Picard to kill himself by using the Thought Maker to suggest to Picard that the Enterprise was his enemy. Ultimately this did not happen and Bok was taken into custody.
- A renegade group a Ferengi would use two decommissioned Klingon Bird of Prey to temporarily seize control of the Enterprise D. Their plan was to declare the ship derelict and claim salvage rights. The Ferengi removed all the adult crew to a planetoid below, but allowed Commander Riker and the children to stay aboard. They needed Riker to help familiarize the themselves with the ship. Unknown to the Ferengi, an accident earlier in the day turn Picard, Guinan, and Keiko and Ro Laren into children. Picard was able to use this disadvantage as an advantage and out think their Ferengi captures.
- After bribing his way out of prison, Bok informs Picard that he plans to avenge his son's death by killing Jason Vigo... Picard's son. In time it was learned that this was all a ruse by Bok as he had the sample of Vigo's DNA altered to gain the help of a Ferengi crew. When they learned of Bok's disception, they turned on him and held him for the proper authorities.

Presence on Deep Space Nine

When the Federation took over command of Deep Space Nine, at the request of the Bajoran's, they were not sure of what to make of the fact that they would have a continued Ferengi presence to deal with. Quark ran the local bar, gaming and holosuites establishment on the stations Promenade or shopping area.

On their first meeting, Rom, nephew to Quark was caught stealing from one of the merchants because the security systems were still not working. This did not do much to reinforce the Federation faith in the Ferengi people; however, over time, Quark would prove himself to be a decent and honorable man (During the Cardassian occupation, he would help Bajorans by selling food at below cost or furnish alibis for a small fee) and

his fellow Ferengi gained the trust of the Federation personnel aboard Deep Space Nine and they would come to see Quark as a valued member of the community.

Part 8 – Notable Ferengi



The Federation, Starfleet, and the Starfleet Marine Corps keeps accurate records of Ferengi that have been reported in the log entries of starship crews, or have had day to day contact with Federation citizens. Some of these individuals are:

- **Doctor Arridor** – Scientist who worked with Daimon Goss during the bidding to gain access to the Barzan wormhole. Arridor helped to incapacitate the Federation negotiator by infecting him with pyrocytes.
- **Bok** – Bok was a Ferengi DaiMon. His son was killed by Captain Jean Luc Picard when he was CO of the USS Stargazer.
- **Brunt** – Brunt is a liquidator for the Ferengi Commerce Authority. Brunt took a special interest in Quark's family when he learned that Quark's mother, Ishka, had earned profit. Brunt was able to revoke Quark's business license when he broke a contract with him (see **Quark** for details). All his scheming would eventually come back to haunt him when Ishka and Quark got him fired from the FCA (see **Quark** for details).
- **Gaila** – Gaila was an arm's dealer and cousin to Quark and Rom. Business was so good that he could afford his own moon.
- **Gint** – First Grand Nagus of the Ferengi Alliance. Gint was responsible for the writing of the Rules of Acquisition.
- **Daimon Goss** – Daimon in charge of negotiations to gain access to the Bazan wormhole for the Ferengi Alliance.
- **Ishka** – Mother to Quark and Rom. Ishka was not your typical Ferengi female. She had the lobes for business, but Ferengi law denied her the right to earn profit, so she did it in secret. Thinking she was doing it in secret, the FCA was aware of her transgressions.

Many years after the death of her first husband, Keldar she would fall in love with Grand Nagus Zek. The two met during the Global Tongo Championships. Although initially furious that she was a woman, Zek's anger gave in to love.

- **Krem** – Cousin to Ullis, Krem lacked self confidence and his cousin Ullis used that against him.
- **Chairman Nilva** – Chairman of the popular Ferengi drink Slug-o-cola and commissioner for the Ferengi Commerce Authority. Nilva's position gave him great latitude and influence on matters before the FCA. A Ferengi female by the name of Lumba (actually Quark in disguise) would convince Nilva to support Zek's reforms of females in Ferengi society as they were an untapped market ripe with profit.
- **Nog** – Nog was the son of Rom and Prinadora. He was the nephew of Quark. Nog realized early on that he did not want to be like his father, so he persuaded Captain Sisko of Deep Space Nine to sponsor him for Starfleet Academy when Nog reached the age for the Ferengi Attainment Ceremony.
- **Quark** – Quark is the eldest son of Ishka, brother to Rom and uncle to Nog's only child Rom.

Quark was the owner of Quark's Bar on Terok Nor (now Deep Space Nine) under the Cardassians' administration and continued to operate the establishment after the Cardassian withdrawal and subsequent administration by Starfleet when the Bajorans invited the federation to run the station.

Prior to opening the bar, Quark was a cook on a Ferengi freighter. Quark would carry a Ferengi phaser in the galley as every Ferengi on that freighter was a food critic.

Quark lost his business license when he had to break a contract with Brunt over his vacuum desiccated remains. Test run by a doctor on Ferenginar had Quark convinced of his mortality. After Quark found out the Doctor was wrong, he attempted to call off the deal with Brunt. Brunt wanted what he paid for and thus forced Quark to break the contract.

He would later regain his license with the help of Brunt.

Brunt wanted Quark to break up Zek and Ishka's relationship. What Quark did not know is that Zek's memory was failing; a fact that Brunt was already aware of. Brunt used Quark to expose Zek. It was Brunt's plan to expose the Nagus and angle himself to be the next in line for the title.

After learning the truth that Ishka was helping Zek focus, Quark would double cross Brunt. Quark, Ishka would team up and make it appear as if nothing was wrong with Zek. This would get Brunt fired from the FCA.

Quark is currently or was previously involved with a Klingon woman named Grilka. We can only speculate to the status of this relationship as we have to current intelligence on it, only what is in the current record. On Stardate 48224.2, Quark claimed he killed a Klingon named Kozak in a fight. The reality is that Kozak fell on his own knife in a drunken stupor.

When D'Ghor, a Klingon claiming to be Kozak's brother, showed up Quark told him the story that Kozak died in honorable combat. This was actually a ruse by D'Ghor so that he could go back and claim the lands and titles of Kozak as he had no male heir.

Shortly after D'Ghor's visit, Grilka, Kozak's widow came to see the great warrior who slew her husband. In sizing up Quark, Grilka exposed his deception and got him to tell the truth. After his admission, she tranquilized him and abducted him via transporter.

According to his account, Quark finds himself on Qo'noS and is forced to wed Grilka. It was her plan to present her new husband as the As soon as they are married, Grilka presents her new husband (before the Klingon High Council), and thus leader of the former House of Kozak which would now be known as the House of Quark.

On a hunch, Quark asks to see the ledgers for the House of Kozak. In examining the documents, Quark learns that D'Ghor was undermining the financial position of the House of Kozak.

Quark presents the findings before the Klingon High Council. D'Ghor claims Quark is lying demands a duel to reclaim his honor. Knowing that he cannot defeat him, Quark makes preparations to leave Qo'noS. Grilka calls him a coward and tells him to leave if he wishes.

Upon returning to the council chamber, Grilka is powerless to stop D'Ghor from seizing her lands and titles. That is until Quark shows back up. He says, "I am Quark, son of Keldar, and I have come to answer the challenge of D'Ghor, son of... whatever."

Quark stands ready to duel, but just as they are about to begin, Quark throws away his Bat'leth. He tells the high council that he knows that he cannot defeat D'Ghor and this is little more than an execution. Not moved by what Quark said, D'Ghor moves in for the kill. Before he can strike, Gowron stops the fight. He now believes what Quark said earlier and for his deception, Gowron Discommendates D'Ghor on the spot.

Celebrating their victory, Grilka asks Quark if there is anything she can do for him. Quark asks her for a divorce. To honor his wish, she quickly backhands

him, shouts in Klingon, and spits on him. She tells them they are now divorced.

According to docking records, Quark and Grilka's would meet again on Deep Space Nine Two years later on Stardate 50061.2.

Grilka sought Quark's help with the financial affairs of the House of Grilka (also formally known as the Houses' of Kozak and Quark). Due to the time they spent together, Quark became fond of Grilka, but did not know how to court a Klingon female.

In a Cyrano de Bergerac-esque style role, Worf agrees to help Quark woo Grilka. Grilka seemed equally smitten with Quark until one of her bodyguards, a Klingon named Thopok steps in and challenges Quark to a duel.

Knowing that he just can't throw away his Bat'leth again, Worf agrees to help Quark defeat Thopok. Wearing a special interface, Worf is able to control Quark like a puppet. Using his superior skill, Worf easily defeats Thopok and Quark gets the girl.

Several years later, on Stardate 52861.3, Quark gets a call from Grand Nagus Zek. The transmission is very distorted and garbled and neither one can really see each other or hear each other clearly. Zek says during the transmission that he is retiring and the call is to name his successor Nagus. The only problem is that Zek thought he was talking to Rom.

When Zek and Ishka shows up, Quark is ready to be made Nagus, but he tells him that it has to be on his terms. Zek and Ishka are both confused and ask him why they would make him Nagus. They then approach Rom and tell him that he is the new Nagus of the Ferengi Alliance.

Quark, disappointed that he was not chosen, says he is proud of his brother and tells them all the new Ferengi Alliance crafted by Zek needs Rom. He goes on to tell everyone that his Bar will be the last outpost of Ferengi society as he knew it prior to the changes made by Zek.

- **Doctor Reyga** – A scientist who at a very young age, came up with the plans for metaphasic shielding. The technology allowed a starship to enter the corona of a sun without suffering any damage.

Reyga was killed for his success during the field test aboard the Enterprise D. Reyga's technology would be later used by scientist Dr Beverly Crusher of the USS Enterprise during the Rogue Brog incursion of 2369

- **Rom** – Rom is the father of Nog and younger brother of Quark. Rom was a mathematical genius, but a failure at business. He worked for his younger brother as a waiter. Rom would eventually work his way up to assistant manager. Wanting more out of life, Rom left the bar and joined the Bajoran Militia. He would serve as member of engineering staff.

It was in the bar, that he would meet his true love, a Dabo Girl of Bajoran decent named Leeta. Leeta and Rom would become involved and eventually decide to marry. Intending to learn from the mistake he made with his first wife Prinadora, Rom asks Leeta to sign the WP&P. Leeta refuses saying that marriage is about sharing everything. The couple would have split if not for the intervention of Miles O'Brien. In a gesture of good will, Rom gives all his profits to the Bajoran War Orphan Fund thus nullifying the need for the WP&P. Rom and Leeta marry at a ceremony officiated by Captain Sisko.

After Zek and Ishka started to reform Ferengi society, Rom would succeed Zek as Grand Nagus of the Ferengi Alliance.

- **Ulis** – A 22nd Century pirate, and captain over Krem, Muk & Grish. Ulis incapacitated the crew of the Enterprise NX-01 with the purpose of looting the ship. As with all Ferengi greed and mistrust got the better of him and his plan was defeated.
- **Zek** – Zek was the last Grand Nagus of the Ferengi Alliance as Quark wanted to know it. Following his relationship with Ishka, Zek was responsible for several changes to the Ferengi Bill of Opportunities that gave females the rights to wear clothes, engage in business and earn profit.

Quark did not like the changes to Ferengi society. Zek retired late in the 24th century and called Deep Space Nine to tell Rom he was to be the next Grand Nagus.

Following Rom's appointment, Quark said he could not live in a society that was to come and that his bar would be the last bastion of Ferengi society as they knew it.

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