





Trucking Company


A great moving experience.

Business Plan

2021-22

 **Upmetrics**

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1.

Executive Summary

Products Served

Customer Focus

Mission Statement

Vision Statement

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Trucking business, you must create a detailed Trucking business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Maxwell Truck Service Inc. is a trucking company that will be based in Detroit - Michigan.

We will provide daily freight services (trucking services, moving services & supplies, and bulk material sales & supplies) on one skid to full truck

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Products Served



TIP

Maxwell Truck Service Will be able to provide local and long-distance transportation services:

- General Freight

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Customer Focus



TIP

Maxwell Truck Service will primarily serve manufacturers and distributors within the U.S. The demographics of these customers are as follows:

- 300,000 manufacturing businesses

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Mission Statement



TIP

Our mission is to ensure that we build a trucking company that will operate in the whole of the United States of America and Canada; a company that will boast of having some of the best and reliable truck drivers in the whole of the United States of America.

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Vision Statement



TIP

Our Vision is to become one of the preferred choices of individuals and organizations when it comes to the demand for trucking services in the whole of the United States of America.

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Success Factors



TIP

Maxwell Truck Service is uniquely qualified to succeed for the following reasons:

- Maxwell Truck Service will fill a specific market niche in the **g** manufacturing and wholesale industries

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Financial Summary

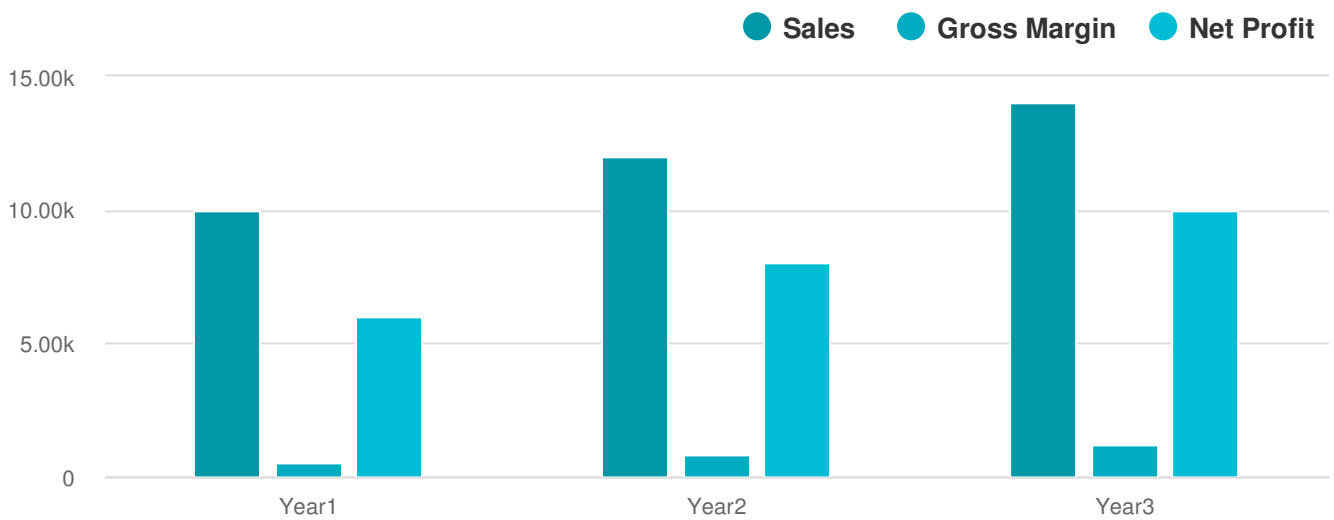


Maxwell Truck Services seeking total funding of \$230,000 of debt capital to open its trucking business. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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3 Year profit forecast



Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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2.

Company Summary

History

Business Structure

Startup summary



TIP

Maxwell Truck Service Inc. is a family business; it is owned by John Moore and family. John Moore is an investor who has an interest in the trucking industry. The company will be fully financed by John Moore and he will be the founding chief operating officer of the company. John Moore has a diploma in Transport and Logistics Management and he has over 5 years of e

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History



TIP

As the number of businesses grows in the U.S., the need for a reliable transportation vehicle also increases. In 2015, John Moore decided to meet this market need by investing in a small fleet of trucks to provide transportation services to small businesses. In 5 years, John Moore was able to grow its business to a fleet of 16 trucks.

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Business Structure



TIP

Our business structure will be designed in such a way that it can accommodate but full-time employees and part-time / contract staff; those who just want to take some time off to generate additional incomes.

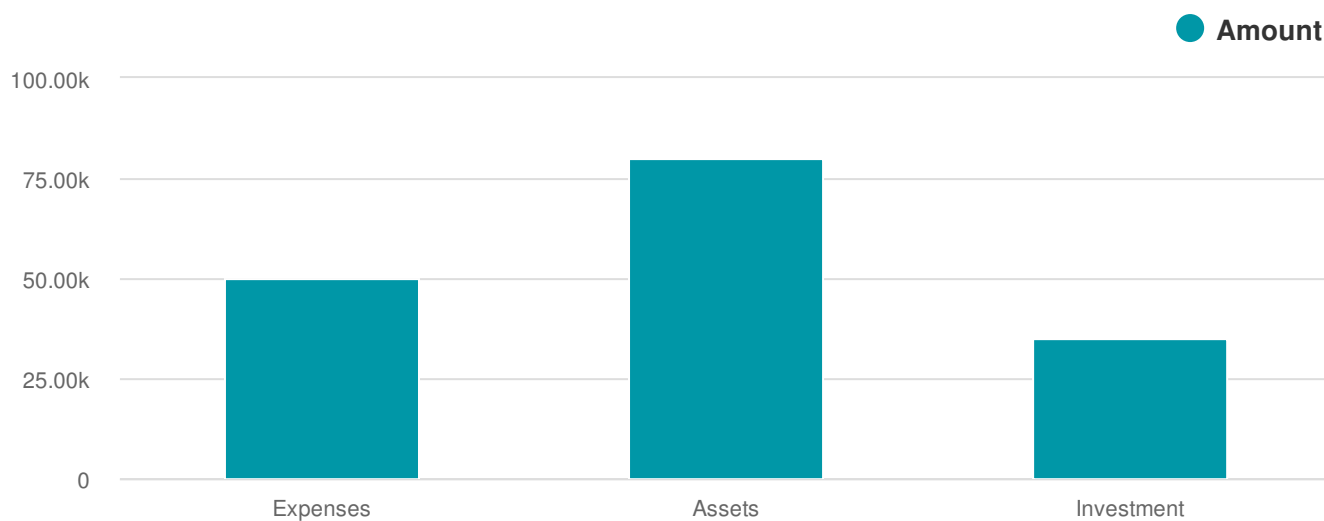
We intend to start the business with a handful of full-time employees

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Startup summary

Startup cost



Cost distribution

Amount

Expenses	50000
Assets	80000
Investment	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and
services



TIP

Maxwell Truck Service Inc. is a company that looks forward to delivering excellent services in terms of helping our customers move goods and equipment from one destination to another destination. We want to be known as the trucking company that truly cares for its customers. Our business offering is listed below:

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General Freight



Refrigerated Freight



Dry Bulk Freight



Bulk Liquids



Moving supplies



All furniture quilt-wrapped for protection



On-time pickup and delivery



Home and office movement



Local and long distance movement



Heavy duty equipment movement



Excavators movement



Bulldozers movement



Construction equipment movement



Agricultural equipment movement



Movement of oil and gas products

4.

Market Analysis

Market Trends

Market Segmentation

Target Market Segment Strategy



REMEMBER

The most important component of an effective Trucking business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Trucking business plan sample or other Trucking business plans available online.

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Market Trends



TIP

The market trends as it involves the trucking industry especially in the United States and Canada are indeed dynamic and at the same challenging. But one thing is certain, once a trucking company can gain credibility, it will be much easier for the company to secure permanent deals/contracts with big time merchants and construction companies who are always moving go

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Market Segmentation



TIP

There are several potential customer segments that we will provide our transportation services to. Major customer segments include the food industry, PC, and semiconductor manufacturers, and retailers. The chart and table below outline the current market size and growth estimates for these customer segments in Texas.

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Target Market Segment Strategy



TIP

Maxwell Truck Service will focus its marketing budget on a selected industry niche. A narrow-served market focus will help strengthen the company's reputation as a reliable transportation services provider and will generate favorable referrals.

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5.

SWOT Analysis



TIP

Going by our vision, our mission, and the kind of business we want to set – up, we don't have any other option than to follow due process. Following due process involves hiring business a consultant to help us conduct a SWOT analysis and prepare a trucking company marketing plan for our business.

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Strengths

Our areas of strength in the U.S include; size advantages, cost advantages, supply chain, customer loyalty, and strong reputation amongst domestic industry players.

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Weaknesses

Our weakness could be lack of finance, high debt burden, cost structure, lack of scale compared to our peers who have already gained ground in the industry.

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Opportunities

The opportunities that are available to us as a trucking company in the United States are the online market, new services, new technology, and of course the opening of new markets.

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Threats

Some of the threats that we are likely going to face are mature markets, a bad economy (economy downturn), stiff competition, volatile costs, and rising fuel prices.

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6.

Strategy & Implementations

Sales Plan

Advertising Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Trucking business startup and must be properly planned before you think about starting your own Trucking business.

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Sales Plan



TIP

At the time of this writing, Maxwell Truck Service has a lease arrangement with various companies. The company's pricing is based on miles per thousands of pounds of cargo transported. We will be able to charge competitive rates, as we have minimal overhead compared to our competition. The table below sketches out the pricing structure; for a key to this table please see

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Advertising Strategy



TIP

Maxwell Truck Service Expects its target market to be individuals working and/or living within Michigan. Maxwell Truck Service promotions strategy to reach these individuals includes:

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TIP

Maxwell Truck Service will announce its product launching several weeks in advance through publicity pieces in multiple newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets.

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Publications

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We will drive attention toward Maxwell Truck Service By renting billboard ad spaces along routes or highways that hold heavy traffic. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of businesses of our opening.

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Commuter Advertising

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TIP

Maxwell Truck Service will create an aggressive client referral program that gives discounts to existing clients for every successful referral.

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Client Referral Programs

Start writing here..



TIP

Maxwell Truck Service will blanket businesses with direct mail pieces. These pieces will provide general information on Maxwell Truck Service, offer discounts, and/or provide other enticements for people to use our services.

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Direct Mail

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TIP

Maxwell Truck Service will maintain a website and publish an update on ongoing promotions, discounts, and new feature upgrades on our fleet of trucks. It will invest resources in two forms of geographically-focused internet promotion organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct

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Online Marketing

Start writing here..

7.

Operations Plan

Locations & Facilities

Milestones & Metrics

Locations & Facilities



TIP

Our company will offer both for-hire trucking as well as private carriers. Most of their business will be derived from private carriers. For the private carrier segment, both truckload (TL) and less than truckload (LTL) will be offered. Our company's services will be especially attractive to the food industry as participants in that industry typically use referrals, reputation, and c

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Milestones & Metrics



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Key Metrics

- Freight cost per unit shipped
- Outbound freight costs

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8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Trucking business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for starting a Trucking [Read More](#)



TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Trucking business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial [Read More](#)

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

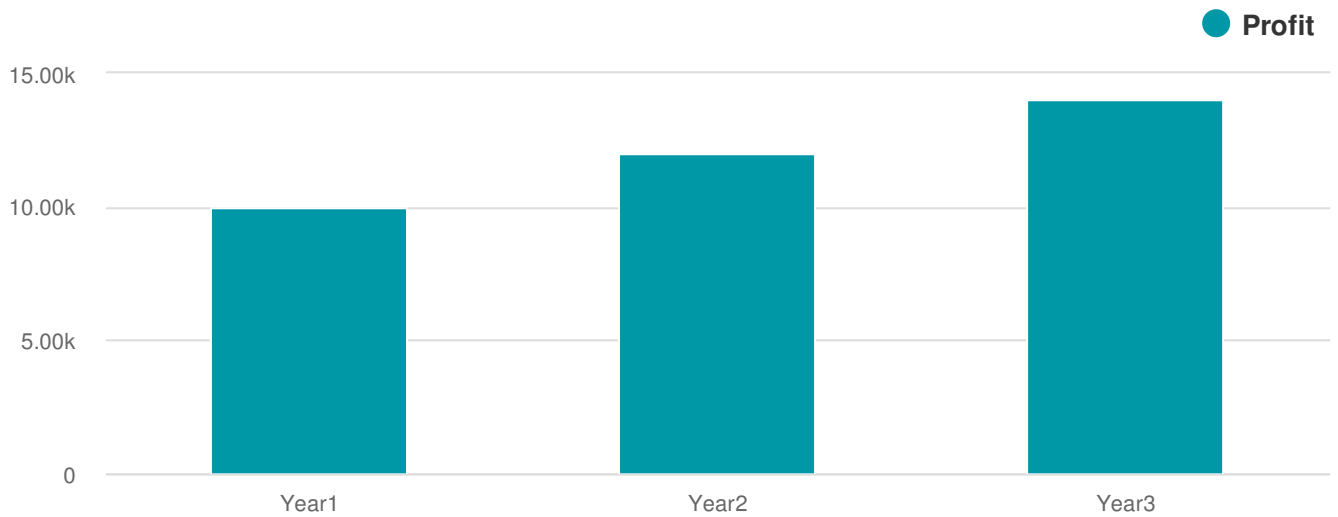
Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

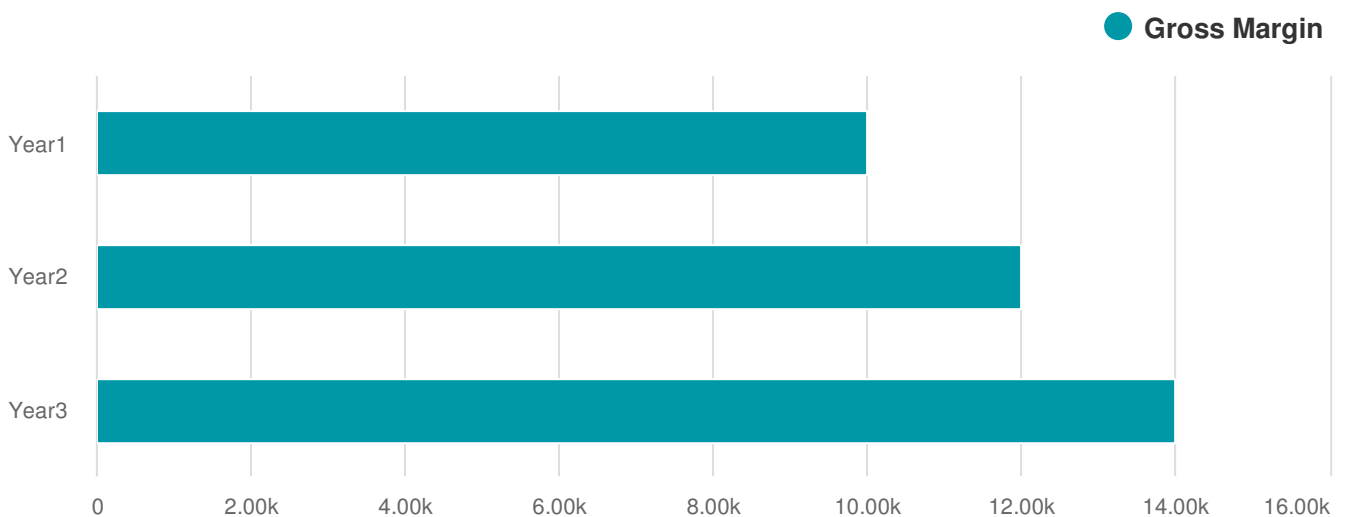
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				

	Year 1	Year 2	Year 3	Industry Profile
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.