




Moving Company


Your friend with a truck.


Business Plan [YEAR]

Prepared By

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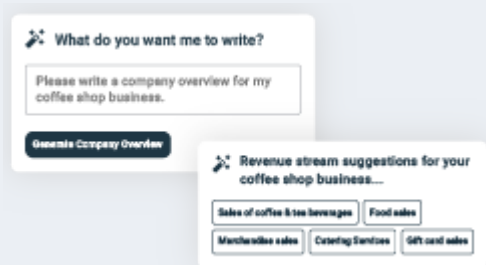
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1.

Executive Summary

Objectives

Mission Statement

Vision Statement

Financial Summary



REMEMBER

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

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Maxwell Moving

Maxwell Moving Services Company is a registered and licensed Moving and Storage Company that will be based in Detroit. We are in business to provide local and long-distance transportation of household and office goods; warehousing and stora

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Objectives

Maxwell Moving

Maxwell Moving's objective for this business plan is to provide funding for the following:

- Purchasing new vehicles to replace older trucks with modern fuel-efficient models

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Mission Statement

Maxwell Moving

Our mission is to ensure that we build a successful moving and storage 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 material handlers and transporters

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Vision Statement

Maxwell Moving

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

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Financial Summary

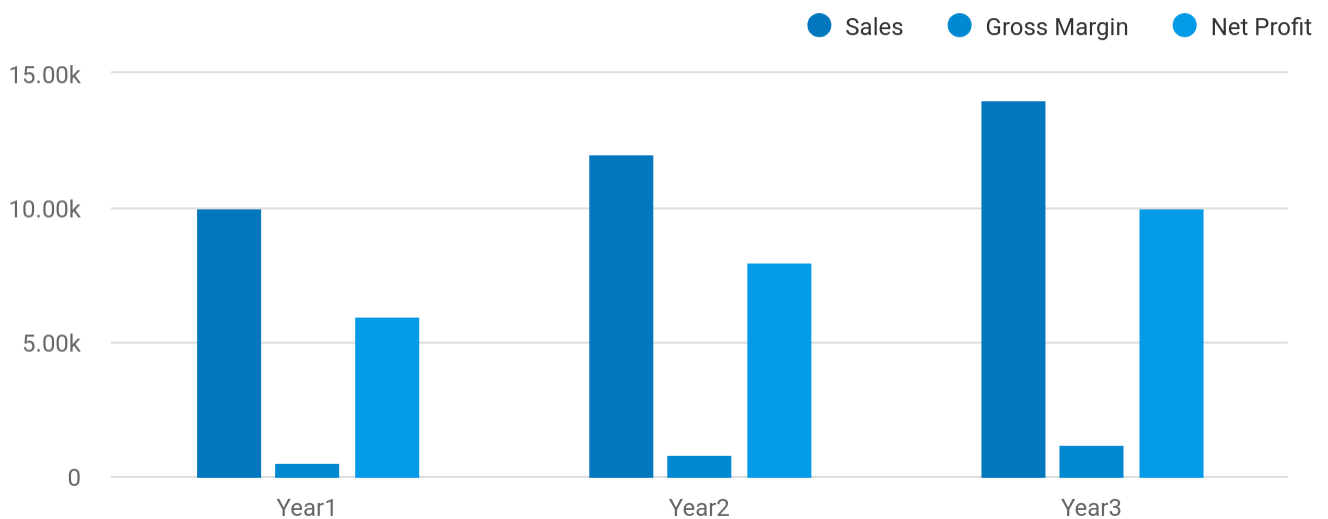
Maxwell Moving

Maxwell Moving Services is seeking total funding of \$400,000 to launch its Moving services. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

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3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Business Structure

Startup Summary

Maxwell Moving

Maxwell Moving Services is a family business; it is owned by John Moore and Jane Moore. The company will be fully financed by the John family. John has a diploma in Transport and Logistics Management and over 5 years of experience in The Moving

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History

Maxwell Moving

James Moore started the business in 1949 moving and storing arts in Detroit. As the business grew, the company expanded to include moving services covering the Southeast United States. In 1972, John became his father's business partner and through their

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Business Structure

Maxwell Moving

At Maxwell Moving Services Company, we will ensure that we hire people that are qualified, hardworking, creative, customer-centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders (the owners, workforce,


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Startup Summary

Maxwell Moving

Total start-up capital and expenses (including legal costs, logo design, stationery, and related expenses) came to approximately \$41,700. Start-up assets required and utilized included brewing plants and machinery, pick-ups, office furniture, personal com

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Startup cost



Cost distribution

Amount

Expenses	50,000
Assets	80,000
Investment	35,000

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

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

Maxwell Moving

Maxwell Moving Services is established with the aim of maximizing profits in The Moving and Storage industry. We want to compete favorably with the leading moving and storage companies in the United States, which is why we will ensure that every

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Local and long-distance transportation of household and office goods



Warehousing and storage services



Packing and Packaging services



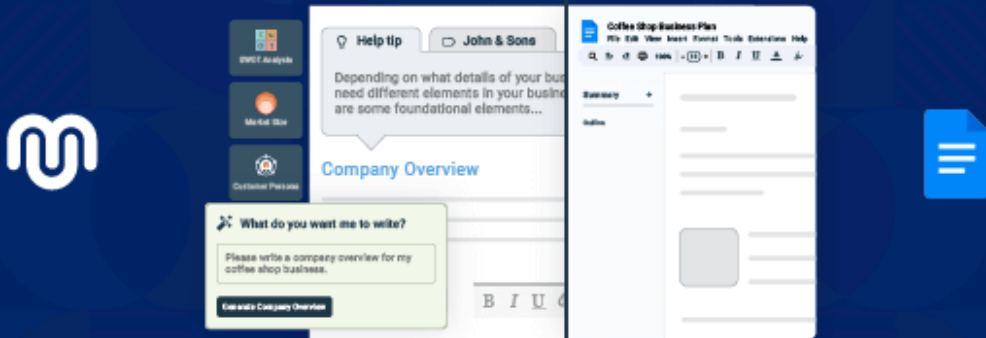
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4.

Market Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Moving services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help

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Market Trends

Maxwell Moving

The market trends as it involves The Moving and Storage industry especially in the United States and Canada are indeed dynamic and at the same time challenging.

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Target Market

Maxwell Moving

Our target market is basically everyone (organizations and individuals as well who have a cause to move goods and materials from one location to another. In other words, our target market is the whole of the United States of America, and below is a list of the pro

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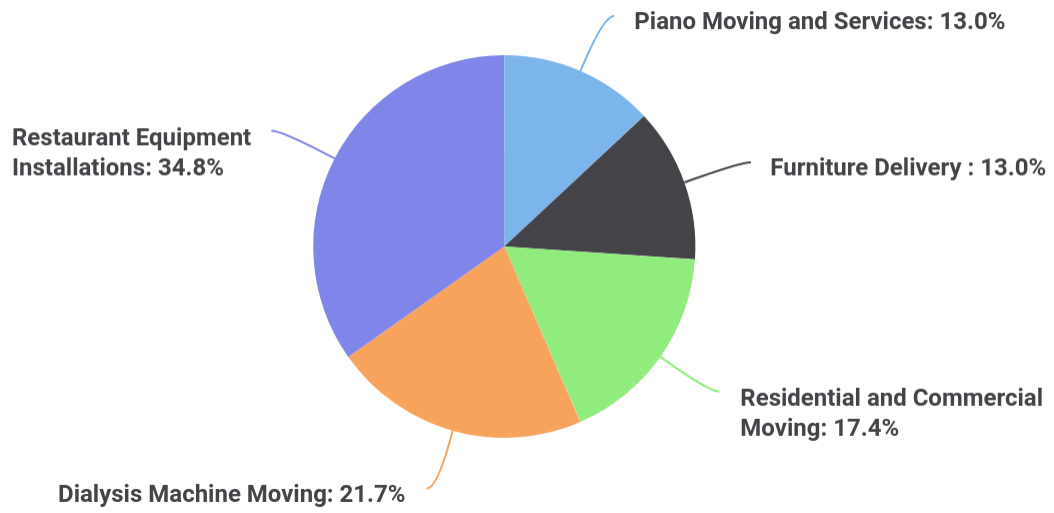
Market Segmentation

Maxwell Moving

According to the latest census data, there are over 600,000 housing units. Considering move-in and move-out rates of approximately 30% each, there is the potential of nearly 360,000 (60%) customer households considering full-service moving or rental services

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5.

SWOT Analysis

☞ **Maxwell Moving**

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 a business consultant to help us conduct a SWOT analysis for our business.

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Strength

Our strengths include; strong management, strong fleet operations, our transportation network serves some of the largest population centers in the U.S., size advantages, cost advantages, customer loyalty, and a strong reputation amongst domestic and industry players.

Basically, our business is centrally located in a densely populated industrial and residential estate in Detroit; our location is in fact one of our major strengths. Another strength that counts for us is the power of our team; our workforce and management. We have a team that is considered experts in the moving and storage industry, a team of hardworking and dedicated individuals.

Weakness

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. As a new business that is owned by an individual (family), and we may not have the financial muscle to sustain the kind of publicity we want to give our business. As a new business, we are also quite aware that it will take time for us to build trust with our clients.

Opportunity

The opportunities that are available to us as a moving and storage company in the United States include; online market, new services, new technology, and the opening of new markets. We are centrally located in one of the busiest industrial areas in Detroit and we are open to all the available opportunities that the city has to offer. Our business concept has also positioned us to be the preferred choice in Detroit.

The truth is that there are no standard and well-equipped moving and storage companies within the area where ours is going to be located; the closest moving and storage company to our proposed location is about 15 miles away. In a nutshell, we do not have any direct competition within our target market area.

Threat

Some of the threats that we are likely going to face include; mature markets, a bad economy (economy downturn), stiff competition, volatile costs, and rising fuel prices. Other threats that are likely going to confront Jolly Brothers Moving and Storage Service are unfavorable government policies, seasonal fluctuations, demographic/social factors, the downturn in the economy which is likely going to affect consumers spending, and of course the emergence of new competitors within the same location where ours is located.

6.

Strategy & Implementations

Advertising Strategy

Pricing Strategy

Sales Forecast

Milestones



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

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Advertising Strategy

Maxwell Moving

Any business that wants to grow beyond the corner of the street they are operating from must be ready and willing to utilize every available means (both conventional and non – conventional means) to advertise and promote the business.

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Pricing Strategy

Maxwell Moving

Maxwell Moving Services Company has a lease arrangement with various companies and the company's pricing is based on miles per thousands of tons of goods and materials transported. We have perfected our plans to charge competitive rates since we have

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Sales Forecast

Maxwell Moving

We are well-positioned to take on the available market in the U.S. and we are quite optimistic that we will meet our set target of generating enough income/profits from the first month of operations and grow the business and clientele beyond Detroit to other

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Milestones

Maxwell Moving

To achieve the sales and marketing goals that have been outlined in this business plan and continue the company's expansion, COMPANY NAME will implement the objectives as outlined in this business plan. Some of these are outlined below:

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7.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a moving service 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

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Maxwell Moving

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 moving service business start-up, no equity funding or outside loans will be required. With the h

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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

	2024	2025	2026
Revenue	\$1,437,127	\$2,632,154	\$4,906,799
Local Moving Services	\$843,520	\$1,697,365	\$3,415,375
Unit Sales	1,687	3,395	6,831
Unit Price	\$500	\$500	\$500
Long-Distance Moving Services	\$354,845	\$506,005	\$721,380
Unit Sales	710	1,012	1,443
Unit Price	\$500	\$500	\$500
Packing and Packaging Services	\$238,762	\$428,784	\$770,044
Unit Sales	2,388	4,288	7,700
Unit Price	\$100	\$100	\$100
Cost Of Sales	\$253,616.57	\$437,696.01	\$784,329.82
General Costs	\$253,616.57	\$437,696.01	\$784,329.82
Transportation Costs	\$38,047.52	\$42,872.91	\$48,309.97
Fuel Costs	\$25,364.99	\$28,581.81	\$32,206.53
Vehicle Maintenance	\$12,682.53	\$14,291.10	\$16,103.44
Labor Costs	\$215,569.05	\$394,823.10	\$736,019.85
Driver Salaries	\$143,712.70	\$263,215.40	\$490,679.90
Loading and Unloading Labor	\$71,856.35	\$131,607.70	\$245,339.95
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$1,183,510.43	\$2,194,457.99	\$4,122,469.18
Gross Margin (%)	82.35%	83.37%	84.02%
Operating Expense	\$1,381,342.97	\$1,508,694.07	\$1,723,676.55
Payroll Expense (Indirect Labor)	\$1,210,560	\$1,236,451.20	\$1,262,910.60
Management Team	\$168,000	\$173,040	\$178,231.20
General Manager	\$90,000	\$92,700	\$95,481
Operations Manager	\$78,000	\$80,340	\$82,750.20
Moving Crew	\$777,600	\$793,152	\$809,015.04
Truck Drivers	\$345,600	\$352,512	\$359,562.24
Movers and Packers	\$432,000	\$440,640	\$449,452.80
Administrative Staff	\$264,960	\$270,259.20	\$275,664.36
Office Administrator	\$48,960	\$49,939.20	\$50,937.96
Customer Service Representatives	\$216,000	\$220,320	\$224,726.40
General Expense	\$170,782.97	\$272,242.87	\$460,765.95
Office and Administrative Expenses	\$38,047.55	\$42,872.74	\$48,309.92
Office Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utilities	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising Expenses	\$114,970.16	\$210,572.32	\$392,543.92
Online Advertising	\$71,856.35	\$131,607.70	\$245,339.95
Print Advertising	\$43,113.81	\$78,964.62	\$147,203.97
Vehicle and Transportation Expenses	\$17,765.26	\$18,797.81	\$19,912.11
Vehicle Insurance	\$14,000	\$14,560	\$15,142.40

	2024	2025	2026
Vehicle Registration and Licensing	\$3,765.26	\$4,237.81	\$4,769.71
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$197,832.54)	\$685,763.92	\$2,398,792.63
Additional Expense	\$25,762.93	\$23,828.77	\$21,775.31
Long Term Depreciation	\$20,616	\$20,616	\$20,616
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$218,448.54)	\$665,147.92	\$2,378,176.63
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$223,595.47)	\$661,935.15	\$2,377,017.32
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,660,722.47	\$1,970,218.85	\$2,529,781.68
Net Income	(\$223,595.47)	\$661,935.15	\$2,377,017.32
Net Income (%)	(15.56%)	25.15%	48.44%
Retained Earning Opening	\$0	(\$243,595.47)	\$398,339.68
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$243,595.47)	\$398,339.68	\$2,755,357

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,437,127	\$2,632,154	\$4,906,799
Cash Paid	\$1,640,106.47	\$1,949,602.85	\$2,509,165.68
COS & General Expenses	\$424,399.54	\$709,938.88	\$1,245,095.77
Salary & Wages	\$1,210,560	\$1,236,451.20	\$1,262,910.60
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$202,979.47)	\$682,551.15	\$2,397,633.32
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$120,000	\$0	\$0
Net Cash From Investments	(\$120,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$51,359.35	\$53,293.51	\$55,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$98,640.65	(\$53,293.51)	(\$55,347.12)
Summary			

	2024	2025	2026
Starting Cash	\$0	(\$224,338.82)	\$404,918.82
Cash In	\$1,587,127	\$2,632,154	\$4,906,799
Cash Out	\$1,811,465.82	\$2,002,896.36	\$2,564,512.80
Change in Cash	(\$224,338.82)	\$629,257.64	\$2,342,286.20
Ending Cash	(\$224,338.82)	\$404,918.82	\$2,747,205.02

Projected Balance Sheet

	2024	2025	2026
Assets	(\$124,954.82)	\$483,686.82	\$2,805,357.02
Current Assets	(\$224,338.82)	\$404,918.82	\$2,747,205.02
Cash	(\$224,338.82)	\$404,918.82	\$2,747,205.02
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$99,384	\$78,768	\$58,152
Gross Long Term Assets	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$20,616)	(\$41,232)	(\$61,848)
Liabilities & Equity	(\$124,954.81)	\$483,686.82	\$2,805,357
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0

	2024	2025	2026
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$193,595.47)	\$448,339.68	\$2,805,357
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$243,595.47)	\$398,339.68	\$2,755,357
Check	\$0	\$0	\$0

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				

	Year 1	Year 2	Year 3	Industry Profile
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				
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				

	Year 1	Year 2	Year 3	Industry Profile
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.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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