




Dump Truck


BUSINESS PLAN


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


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1.

Executive Summary

Mission Statement

Vision Statement

Target Market

Financial Summary



REMEMBER

Before you think about how to start a Dump truck service, you must create a detailed Dump truck 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

Tony Dump Truck Services has been registered, and it has obtained the necessary licenses and permits too to carry out business operations in Oregon, United States. We will provide essential services to the United States economy by transporting large quantities of construction materials, machines, equipment, dirt, rocks, building materials, and sands.

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Start Writing here...

Mission Statement



TIP

Our mission is to ensure that we build a dump 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 players in the construction industry and other relevant industries when it comes to the demand for dump trucking services in the whole of the United States of America.

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Target Market



TIP

The customers of Tony Dump Truck Services will be construction companies, mining and quarrying industries, property maintenance service providers, chemical and materials manufacturing companies, and organizations responsible for snow removal or dump removal after natural disasters.

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Financial Summary



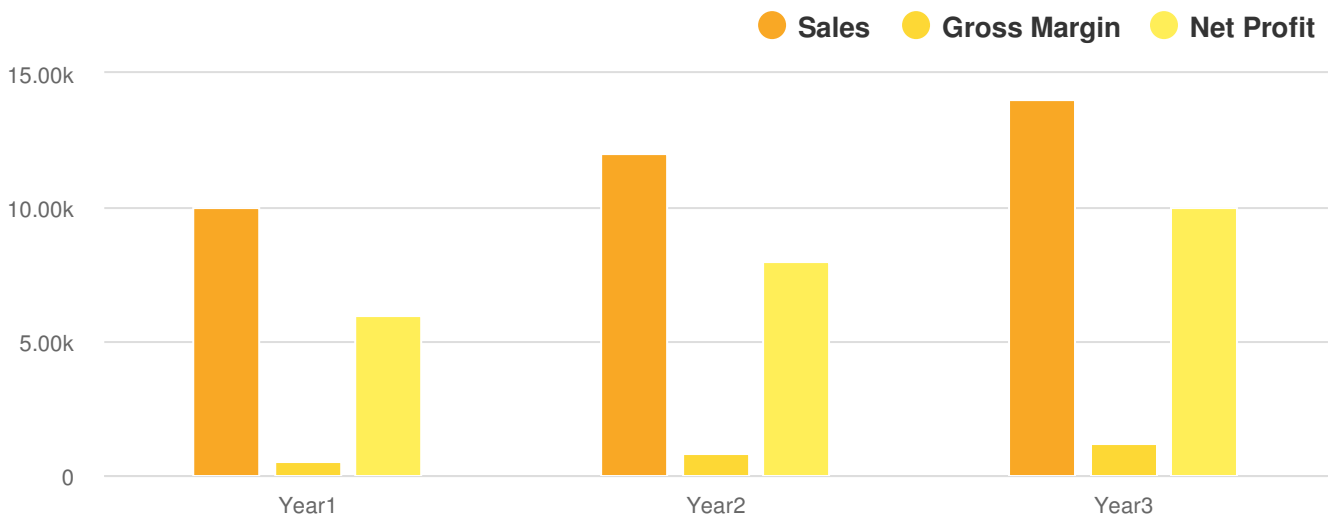
TIP

Our target is to provide exclusive services to our customers. Some of our monetary goals are summarized in the following chart.

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3 Year profit forecast





TIP

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

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2.

Company Summary

Business Structure

Startup Summary



TIP

Tony Dump Truck Services, LLC is a family business; it is owned by Tony Moore and his immediate family. Tony Moore is a successful and retired logistics administrator and an investor who has an interest in the trucking industry. The company will be fully financed by Tony Moore and his immediate family.

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Business Structure



TIP

At Tony Dump Truck Services, LLC, 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.

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Startup Summary



TIP

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 computers, and other office equipment. This figure comes to \$840,000.

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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
Long-term Assets	\$125,000

Start-up Expenses	Amount
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
TOTAL CAPITAL	\$221,875

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

3.

Products and services

Product features



TIP

Tony Dump Truck Services, LLC 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.

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Product features



Hauling & Transporting Dumps

We'll provide our trucking services to haul and transport heavy objects or rocks, coals, and dumps such as sand, gravel, grit, etc. from mining and quarrying sites, construction sites and earthwork project sites.



Transporting Raw Materials

Since several companies require raw materials such as asphalt, coal, limestone, calcium chloride salts in large amounts so we'll be providing our trucks and efficient crew to meet their demands too.



Demolition Waste Removal

We'll provide debris and damaged building material removal services by our trucks. This service is largely required to recover an area from a natural disaster as after such events there is so much mess that can only be taken away by large trucks.



Maintenance & Winter Services

Another service provided by us includes carrying away or transporting heavy loads for maintenance of public places and properties. Moreover, we also have winter vehicles that are specially made to plow and remove snow in chilly winters.

4.

Market Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Dump Truck 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 Dump Truck business plan sample or other Dump Truck business plans available online.

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Market Trends



TIP

The market trends as it involves the dump truck cum trucking industry especially in the United States of America and Canada are indeed dynamic and at the same time highly competitive and challenging.

But one thing is certain, once a dump trucking comp

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Target Market



TIP

Our target market is basically construction companies and of course, every individual well who has the cause to move things from one location to another location on land throughout the United States of America and Canada. We cover both short distances (interstates) and long-distance (intrastates). We are in business to move stuff and anyone who has the s

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Market Segmentation

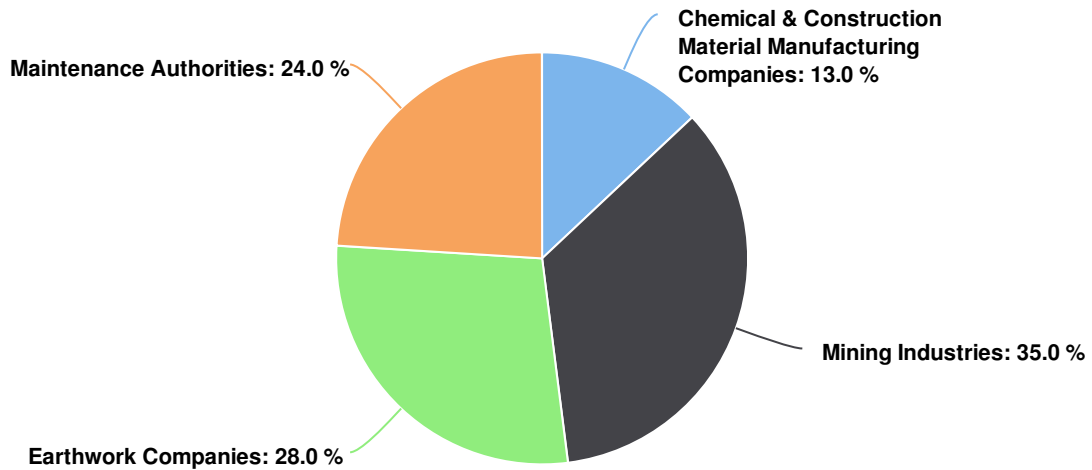


TIP

Identifying target customers is crucial to determine their needs and the ways to meet their demands. In this dump truck company business plan sample, we're listing the target groups identified by Tony Dump Trucking.

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The first group comprises the companies who need transport services by trucks to get raw materials delivered in large amounts. We'll transport dry bulk materials such as iron, gravel, coal, silicon, metals, and other heavy objects for them.

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Chemical & Construction Material Manufacturing Companies

Start writing here...



Our second target group will be the companies that carry out mining and quarrying operations. As there is a need to plow and remove huge stones, and earthy particles from the sites where such operations are to be performed, our heavy-duty trucks capable of lifting mighty weights will be needed to help them out.

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Mining Industries

Start writing here...



Our second target group will be the companies that carry out mining and quarrying operations. As there is a need to plow and remove huge stones, and earthy particles from the sites where such operations are to be performed, our heavy-duty trucks capable of lifting mighty weights will be needed to help them out.

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Earthwork Companies

Start writing here...



TIP

The last group of our target customers will be the authorities responsible for maintaining city sites. From them, we're expected to get projects like snow removal in winters and removal of damaged building materials following a demolition process or natural disaster.

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Maintenance Authorities

Start writing here...



TIP

The detailed market analysis of our potential customers is given in the following table:

Potential	Growt	Year1	Year2			
-----------	-------	-------	-------	--	--	--

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Start Writing here...

5.

Strategy & Implementations

Advertising Strategy

Pricing Strategy

Sales 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 Dump Truck business startup and must be properly planned before you think about starting your own Du

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TIP

As a matter of fact, our first port of call will be to connect with the nearest Chamber of Commerce; we are likely going to get our first major deal from them. At Tony Dump Truck Services, LLC all our employees will be directly or indirectly involved in the sales and marketing of our services.

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Start Writing here...

Advertising Strategy



TIP

Tony Dump Truck Services, LLC has a long term plan of covering various locations in major cities in the United States and Canada which is why we will deliberately build our brand to be well accepted in construction sites in and around South Dakota, North Dakota, Southern Illinois; St Louis, Missouri; Southeast Missouri; Evansville, IN; Nashville, Tenn

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Pricing Strategy



TIP

Tony Dump Truck Services, LLC has a lease arrangement with various companies and the company's pricing is based on miles per thousands of tons of cargo transported. We have perfected our plans to charge competitive rates since we have minimal full-time overhead compared to our competition in the industry.

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Start Writing here...

Sales Strategy



TIP

- We will provide a 60% percent discount to chemical & construction material manufacturing companies for the first week of our launch.
- We will send brochures, letters and our representatives to our target customers to make them try our services.

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Start Writing here...

6.

Personnel Plan

Company Staff

Average Salary of Employees

Company Staff



TIP

- 1 Manager to sit in the office, schedule workers and equipment according to projects taken
- 1 Accountant to record finances and transactions

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Start Writing here...

Average Salary of Employees



TIP

Personnel Plan	Year1	Year2	Year3
Manager	\$40,000	\$44,800	\$60,000

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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 Dump Truck 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 startup.

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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 Dump Truck 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

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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

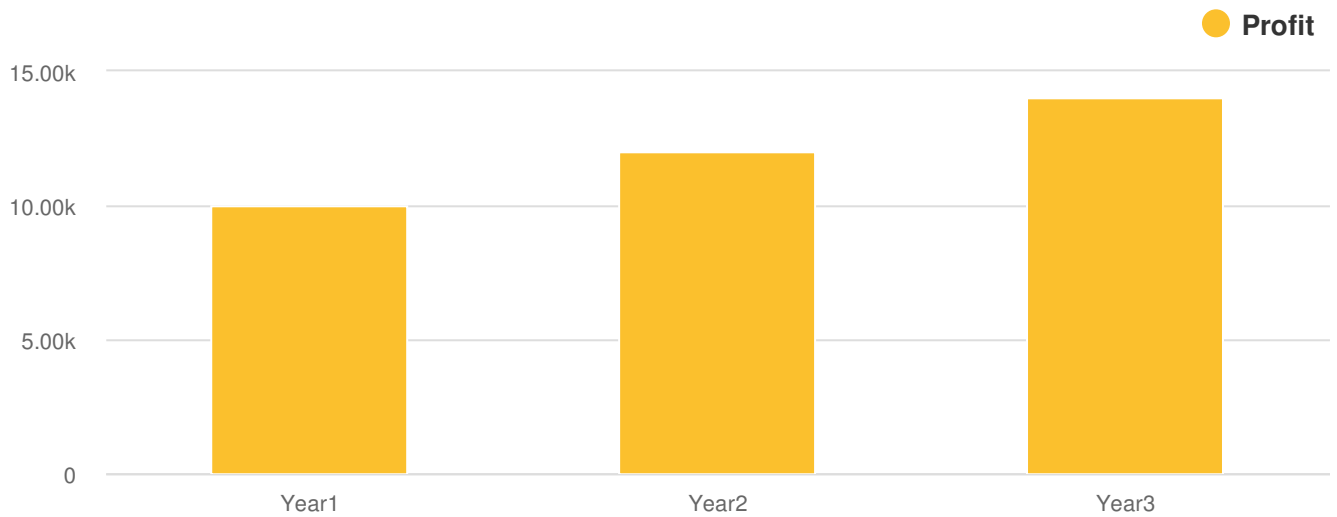
Brake-even Analysis

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

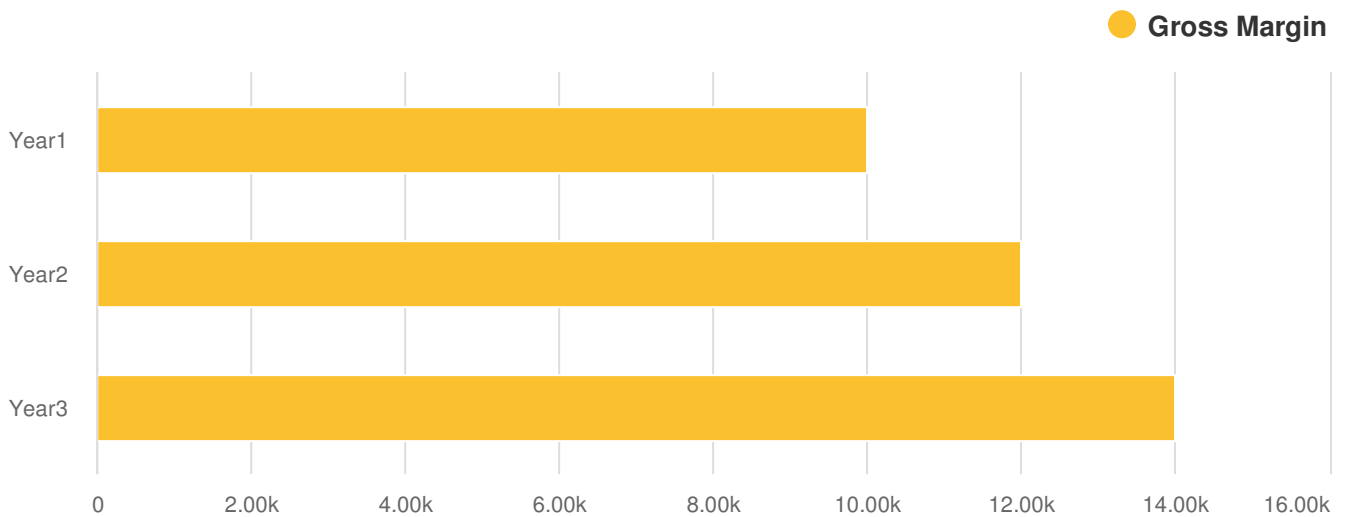
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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 Received	Year 1	Year 2	Year 3
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.

	Year 1	Year 2	Year 3	Industry Profile
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				
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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