



GL Trucking

# Business Plan

[YEAR]


The freight of your work on our shoulders.


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## Prepared By

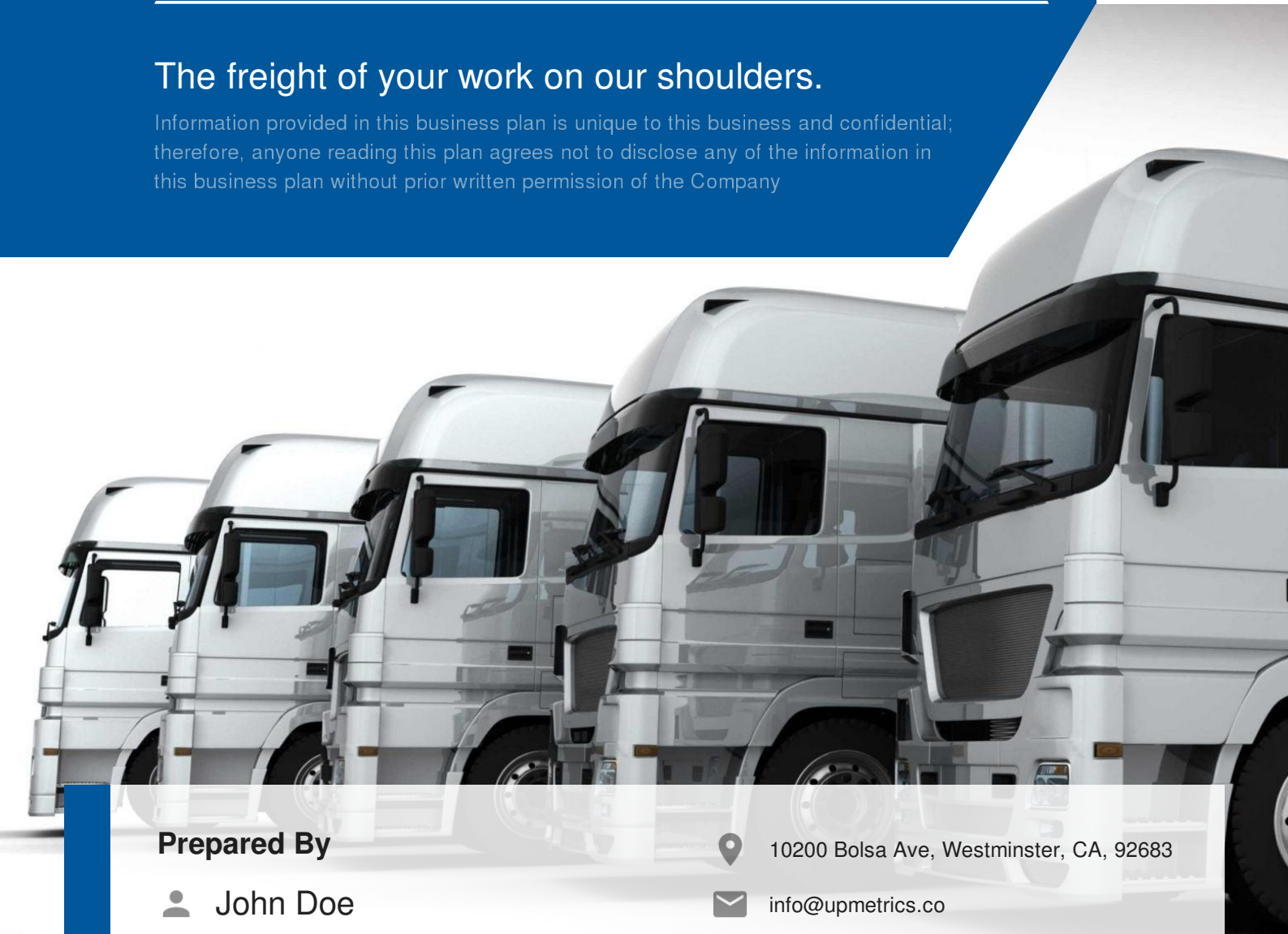
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# 1.

## Executive Summary

Business Overview

Objectives

Mission

Management Team

Keys to success

Financial Summary

## Business Overview



TIP

GL Trucking Company is a new startup medium- and a long-haul flatbed trucking business that will be based in Fort Thomas, Arizona. GL Trucking Company will serve businesses in the Western United States with freight hauling and logistics management services. The business will develop a reputation for its on-time and accurate service as well as software to track

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## Objectives



TIP

GL Trucking Company intends to serve businesses in the Western United States with truck-based distribution services.

Over the first four years of operation, GL Trucking Company will seek to meet the following objectives:

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## Mission



TIP

GL Trucking Company will simplify the distribution of goods to our customers, by becoming their partner in operating efficiently and reliably. GL Trucking Company will use management of logistics, on-time, accurate deliveries from destination to destination.

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## Management Team



### LARRY SMITH

Founder & CEO [larry.s@example.com](mailto:larry.s@example.com)

Larry B Smith, the CEO, will manage the strategic direction, sales and overall operation of GL Trucking Company. He has over 21 years of experience in the trucking industry.



## JOHN DOE

COO - [john.doe@example.com](mailto:john.doe@example.com)

John Doe, A Chief Operating Officer position who has over 8 years of experience in management and truck driving experience. The COO will manage operations, finances, marketing, human resources, and procurement.

## Keys to success



TIP

The keys to success in the trucking business are:

1. Robust communication systems between drivers, bases, and clients.
2. Setting delivery schedules that can be met (i.e. setting the right expectations).

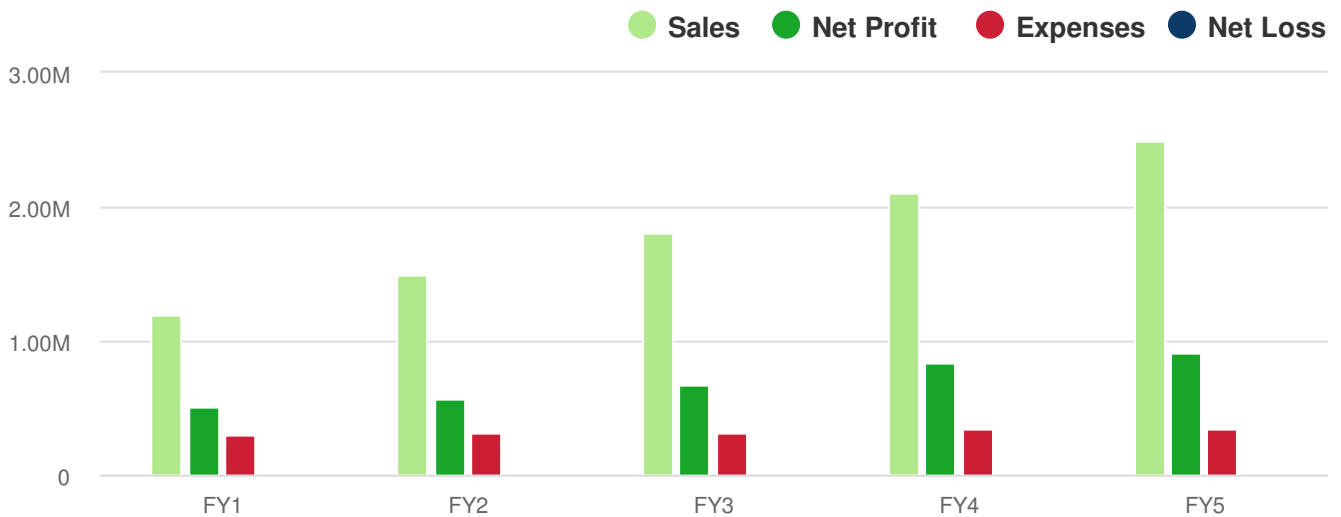
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## Financial Summary

Listed below are the financial highlights for the next three years.

### Financial Highlights by Year





# 2.

Company

About GLTC  
Management Team

## About GLTC



TIP

GL Trucking Company (GLTC) is a startup trucking company that will be headquartered in Fort Thomas, Arizona, will provide tracking and logistics management solutions for business clients in the Western United States. GL Trucking Company will haul freight from suppliers to manufacturers to distributors and retailers, operating in partnership with distribution centers.

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## Company Summary

Start writing here...



TIP

GL Trucking Company was founded by Larry Smith, who has experience in the trucking industry. GL Trucking Company will be established as a sole proprietorship and will be reclassified as a limited liability company to take on investors.

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## Company Overview

Start writing here...

## Management Team



### LARRY B SMITH

Founder & CEO - [larry.s@example.com](mailto:larry.s@example.com)

Larry B Smith, the CEO, will manage the strategic direction, sales and overall operation of GL Trucking Company. He has over 21 years of experience in the trucking industry.



### JOHN DOE


COO - [john.doe@example.com](mailto:john.doe@example.com)

John Doe, A Chief Operating Officer position who has over 8 years of experience in management and truck driving experience. The COO will manage operations, finances, marketing, human resources, and procurement.



**TIP**

The business will require additional personnel including an administrator, dispatcher, sales, and marketing support associate. In order to launch the company, this individual will be hired by the COO and the CEO, respectively.

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## Hiring Plan

*Start writing here...*

# 3.

## Products and Services

## Solution



GL Trucking Company will offer the following services for businesses in the Western United States:

## Features & Services



### **Pick-up and delivery**

Pick-up and delivery of goods with a minimum per-delivery weight of 10,000 lbs to 48,000 lbs, to locations in its geographic range by 18-wheeler trucks hauling flat bed trailers.



### **Truck load Services**

Both "less than a truck load" and "truck load" services.



### **Delivery Updates**

Online tracking information detailing the location of all GPS-tagged trucks and the status of deliveries, including expected arrival times for pick-up or delivery.



### **Phone support**

Phone support for all customer questions, delivery changes, and scheduling.



### **Online Services**

Preferred client services including online accounts, regular schedules of shipping, or linking of client order information directly to GL Trucking Companies scheduling software to allow for seamless logistics.

To maintain its competitiveness in its core services, GL Trucking Company will NOT offer:

- Storage or warehousing of goods awaiting delivery.
- Packaging and crating.

In the future, GL Trucking Company will add the following services:

- Temperature-controlled shipping to expand the range of customers GL Trucking can appeal to.

Trucks will be operated by qualified and well-trained drivers with spotless records. Drivers will be safety trained and re-tested for knowledge of laws as they change. Software and communication systems will allow the company to track all shipments from the time it is picked up to delivery.

# 4.

## Competitive Analysis

Competitors  
SWOT Analysis

## Competitors



TIP

In addition to competing with other trucking companies, including national carriers, GL Trucking Company will compete with rail and air cargo transportation. However, for the distances, it intends to travel, and due to the few rail lines over the western states, trucking is at an advantage.

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### National carriers

*Start writing here...*

## SWOT Analysis



TIP

GLTC has a valuable inventory of strengths that have contributed to the success of the company since 1983. These strengths include experienced, knowledgeable staff with a clear vision of the trucking industry, market needs and, excellent client services.

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## Strengths

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The staff at GLTC is experienced and knowledgeable in the logistics of the trucking industry, they are courteous and provide excellent services to all of GLTC clients.

Strong relationships with clients, offering flexible arrangements for rush deliveries

Competitive prices provide repeat and referral business.

Long-term contracts with major manufacturing companies in Arizona.

Premium quality service and on-time delivery.

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## Weaknesses

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The business has been unpredictable during the uncertainty of economic conditions.

GLTC needs new trucks. New trucks will provide better fuel efficiency; better emissions control and lower our cost of overhead to maintain. These new trucks will allow us to expand our services, creating more revenue to pay our debts.

W

## Opportunities

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Increasing sales opportunities beyond the "100-mile" targeted area.

Current clients with manufacturing plants in other cities and states.

Strategic alliances offering resources for referrals and marketing to extend GLTC reach to potential new clients.

O

## Threats

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The downturn in the economy has impacted the sales of GLTC in the first quarter of 2010.

The rising cost of fuel, maintenance, and repairs.

The winter weather in Arizona during the months of December, January, and February can be a safety hazard, getting around the mountains to the main highway can difficult and dangerous for 18 wheeler trucks.

T

# 5.

## Target Market

Market Overview

Market Needs

Industry Analysis

## Market Overview



TIP

The American commercial trucking industry serves as a key link between raw material suppliers, manufacturers, wholesalers, distributors, and retailers in most industries. According to the American Trucking Association, the industry includes dry van, flatbed, refrigerated, and bulk/tank trucking over short-haul (up to 100 miles), medium-haul (100 to 250 miles), and long-haul (over 250 miles).

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TIP

**Raw Material Suppliers** ship large quantities of materials to large manufacturers in the Western United States. A big part of these materials generally does not require refrigeration or temperature control. Manufacturers maintain some on-site storage for these supplies and generally have some advantage as to when deliveries can be received, especially in the winter months.

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## Raw Material Suppliers

Start writing here...



TIP

**Manufacturers** often outsource the distribution of their goods to businesses that specialize in serving one type of retailer or business. Their packaged goods are often shipped to only one wholesaler/distributor, creating a regular business in shipping between the two locations.

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## Manufacturers

Start writing here...



TIP

**Wholesalers/Distributors** that serve large retailers to assemble truckloads of goods from the many manufacturers they serve. While some have their own trucks or distribution means, most of these firms do not have trucks because they are smaller companies or because they attempt to limit their investment in assets and only will go so far from the distribution center.

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## Wholesalers/Distributors

Start writing here...

## Market Needs



TIP

GL Trucking Company will begin by focusing specifically on the segment of manufacturers, wholesalers, and distributors in the Western United States. By serving manufacturers, GL Trucking Company can provide an affordable shipping solution for new and growing manufacturers ~~over purchasing their own trucks.~~

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*Start Writing here...*

## Industry Analysis



TIP

- The U.S. trucking industry includes about 65,000 for-hire carriers and 250,000 independent owner-operators.
- Total industry revenue is nearly \$130 billion.
- Major players in the industry include YRC Wo  
Transportation, JB Hunt and Genesys

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## Service Business Analysis

*Start writing here...*

# 6.

## Strategy and Implementation

Marketing Plan

Milestones

# Marketing Plan



TIP

GL Trucking Company will focus its marketing strategy on the following areas:

- Establishing a strong software/Web component to its business to drive adoption of its preferred client services.
- Building and maintaining its on-time reputation

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## Overview

*Start writing here...*



TIP

GL Trucking Company will be sitting in a good position to haul for the copper mines in the Southern Arizona area. The mine has freight going out and freight and equipment moving into the copper mine all the time.

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## Positioning

*Start writing here...*



TIP

Pricing of our service must remain initially competitive with our rivals. This is typical within the industry and can create higher margins. The average flatbed rate is \$ 2.50 to \$3.50 cents a mile for all loaded miles. GL Trucking will start out charging \$ 2.25 a mile and after 3 years will charge \$3.00 a mile.

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## Pricing

*Start writing here...*



TIP

GL Trucking Company will attempt to rapidly achieve awareness in Arizona and California about its business in the first year, followed by awareness in the other Western states in future years. It will seek to position itself not as the most inexpensive carrier, but as a carrier with the best on-time record coupled with advanced systems to help clients manage their

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## Promotion

*Start writing here...*

## Milestones

Milestone	Due Date
Find funding Start GL Trucking Company	October 01, 2012
Purchase Trucks and trailers	October 08, 2012
Insurance and permits	October 08, 2012
Hire drivers	October 09, 2012
Pick up first loads	October 11, 2012

# 7.

## Financial Plan

Sales

Personnel Plan

Budget

Startup Costs

Cash Flow Assumptions

Loans and Investments

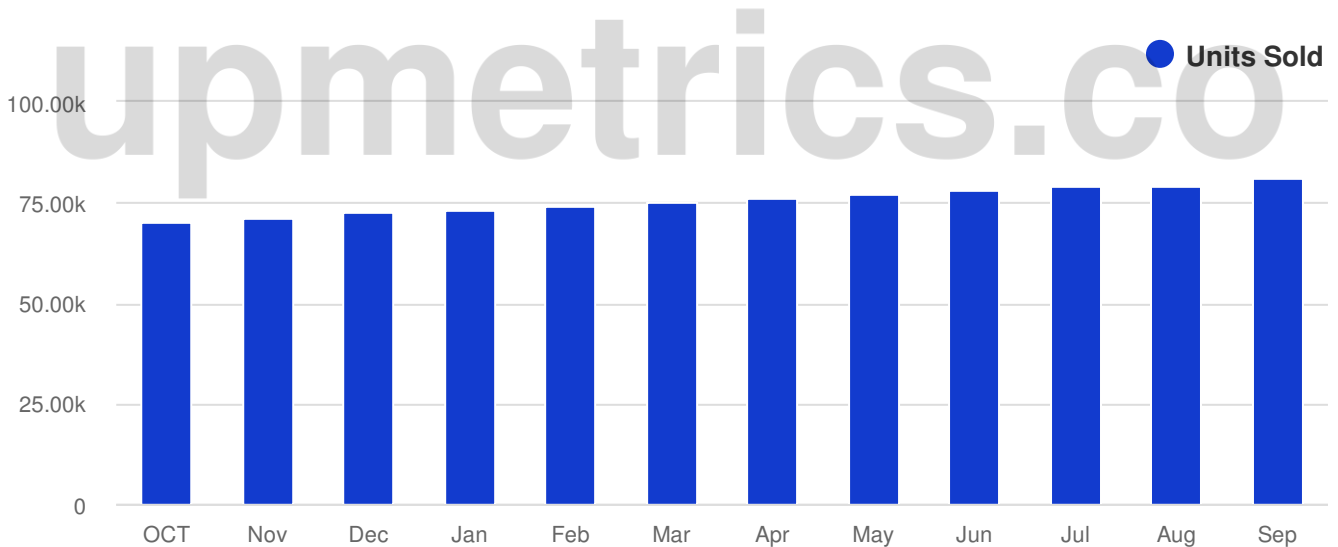


# Sales

## Sales Forecast

	FY2013	FY2014	FY2015
Unit Sales	480,000	480,000	480,000
Price Per Unit	\$2.25	\$2.50	\$3.00
Total Sales	\$1,080,000	\$1,200,000	\$1,440,000
Direct Cost Per Unit	\$0.50	\$0.50	\$0.50
Total Direct Cost	\$240,000	\$240,000	\$240,000
Gross Margin	\$840,000	\$960,000	\$1,200,000
Gross Margin(%)	78%	80%	83%

## Sales by Month



## Personnel Plan

### Personnel Table

	FY2013	FY2014	FY2015
Truck Driver / Manager	\$60,000	\$60,600	\$61,212
Truck Driver	\$54,000	\$54,000	\$54,000

	FY2013	FY2014	FY2015
Truck Driver	\$48,000	\$48,000	\$48,000
Truck Driver	\$48,000	\$48,480	\$48,960
<b>Total</b>	<b>\$210,000</b>	<b>\$211,080</b>	<b>\$212,172</b>

## Budget

### Budget Table

	FY2013	FY2014	FY2015
Expenses			
Salary	\$210,000	\$211,080	\$212,172
Employee Related Expenses	\$10,500	\$10,560	\$10,608
Marketing & Promotion	\$500	\$500	\$500
Truck and Trailer maintenance	\$6,000	\$6,000	\$6,000
Office Supplies	\$1,000	\$1,000	\$1,000
Insurance	\$5,000	\$5,000	\$5,000
Licenses and Permitting	\$900	\$900	\$900
<b>Total Expenses</b>	<b>\$233,900</b>	<b>\$235,040</b>	<b>\$236,180</b>
<b>Major Purchases</b>			
Trucks and trailers	\$780,000	\$0	\$0
<b>Total Major Purchases</b>	<b>\$780,000</b>	<b>\$0</b>	<b>\$0</b>

## Startup Costs



**TIP**

The start-up expenses include some of the basic set-up costs for the GL Trucking office - stationery (business cards and letterhead), computer equipment. Marketing expenses include brochures and website development. Other expenses include legal consultation fees to ensure that all precautions are taken to limit the risk of the business and to est

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## Start-up Summary

Start writing here...

## Cash Flow Assumptions

<b>Cash Inflow</b>	
% of Sales on Credit	100%
Avg Collection Period (Days)	45
<b>Cash Outflow</b>	
% of Purchases on Credit	70%
Avg Payment Delay (Days)	30

## Loans and Investments

### Loans and Investments Table

	FY2013	FY2014	FY2015
Investors Investment	\$1,500,000	\$0	\$0
Equity investment			
Total Amount Received	\$1,500,000	\$0	\$0



#### TIP

GL Trucking company needs an investment of \$1,500,000 to finance the start-up and start operations.

The start-up expenses include some of the basic set-up costs for the GL Trucking office - stationery (business cards and letterhead).

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## Use of Funds

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# 8.

## Financial Statements

Profit and Loss Statement

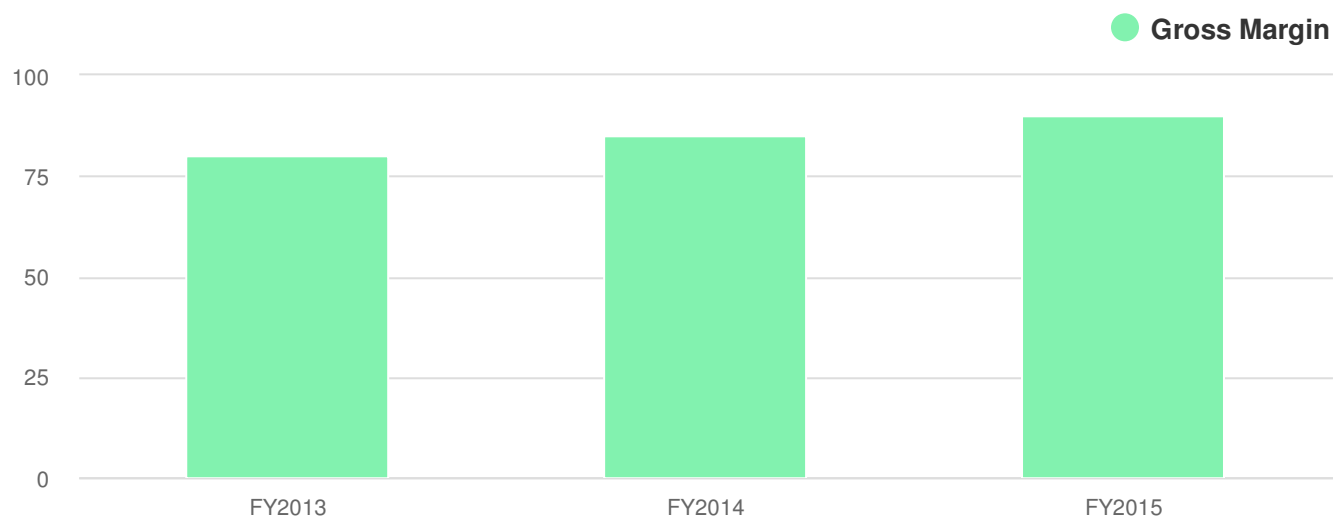
Balance Sheet

Cash Flow Statement

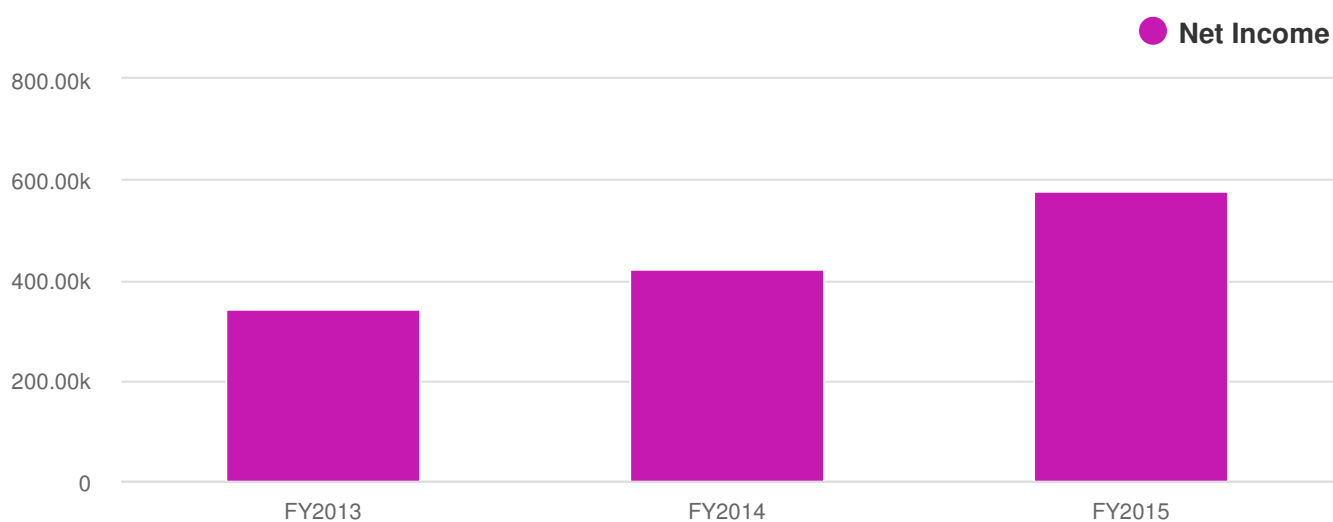
## Profit and Loss Statement

	FY2013	FY2014	FY2015
Revenue	\$1,080,000	\$1,200,000	\$1,440,000
<b>Direct Cost</b>	\$240,000	\$240,000	\$240,000
Gross Margin	\$840,000	\$960,000	\$1,200,000
Gross Margin %	78%	80%	83%
<b>Expenses</b>			
Salary	\$210,000	\$211,080	\$212,172
Employee Related Expenses	\$10,500	\$10,560	\$10,608
Marketing & Promotion	\$500	\$500	\$500
Truck and Trailer mantinance	\$6,000	\$6,000	\$6,000
Office Supplies	\$1,000	\$1,000	\$1,000
Insurance	\$5,000	\$5,000	\$5,000
Licenses and Permitting	\$900	\$900	\$900
<b>Total Expenses</b>	\$233,900	\$235,040	\$236,180
<b>Operating Income</b>	\$606,100	\$724,960	\$963,820
Interest Incurred	\$0	\$0	\$0
Depreciation and Amortization	\$86,667	\$86,667	\$86,667
Income Taxes	\$176,607	\$217,020	\$298,232
<b>Net Profit</b>	\$342,826	\$421,273	\$578,921
<b>Net Profit / Sales</b>	32%	35%	40%

## Gross Margin by Year



## Net Income by Year



## Balance Sheet

As of Period's End	FY2013	FY2014	FY2015
Cash	\$1,029,276	\$1,522,216	\$2,157,804
Accounts Receivable	\$135,000	\$150,000	\$180,000
Inventory	\$0	\$0	\$0
<b>Total Current Assets</b>	<b>\$1,164,276</b>	<b>\$1,672,216</b>	<b>\$2,337,804</b>
Long-Term Assets	\$780,000	\$780,000	\$780,000

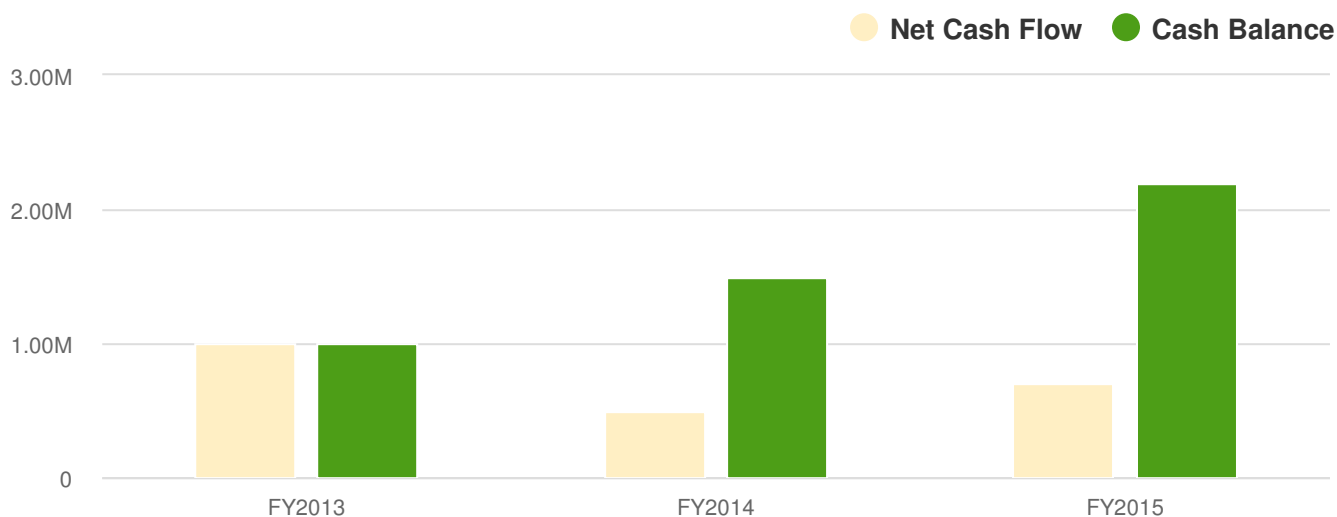
As of Period's End	FY2013	FY2014	FY2015
Accumulated Depreciation	(\$86,667)	(\$173,334)	(\$260,001)
<b>Total Long-Term Assets</b>	\$693,333	\$606,666	\$519,999
<b>Total Assets</b>	\$1,857,609	\$2,278,882	\$2,857,803
Accounts Payable	\$14,783	\$14,783	\$14,783
Sales Taxes Payable	\$0	\$0	\$0
Short-Term Debt	\$0	\$0	\$0
<b>Total Current Liabilities</b>	\$14,783	\$14,783	\$14,783
Long-Term Debt	\$0	\$0	\$0
<b>Total Liabilities</b>	\$14,783	\$14,783	\$14,783
Paid-In Capital	\$1,500,000	\$1,500,000	\$1,500,000
Retained Earnings	\$0	\$342,826	\$764,099
Earnings	\$342,826	\$421,273	\$578,921
<b>Total Owner's Equity</b>	\$1,842,826	\$2,264,099	\$2,843,020
<b>Total Liabilities &amp; Equity</b>	\$1,857,609	\$2,278,882	\$2,857,803

## Cash Flow Statement

	FY2013	FY2014	FY2015
Operations			
Net Profit	\$342,826	\$421,273	\$578,921
Depreciation and Amortization	\$86,667	\$86,667	\$86,667
Decrease in Accounts Receivable	(\$135,000)	(\$15,000)	(\$30,000)
Decrease in Inventory	\$0	\$0	\$0
Increase in Accounts Payable	\$14,783	\$0	\$0

	FY2013	FY2014	FY2015
Increase in Sales Taxes Payable	\$0	\$0	\$0
<b>Net Cash Flow from Operations</b>	\$309,276	\$492,940	\$635,588
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold	(\$780,000)	\$0	\$0
Investments Received	\$1,500,000	\$0	\$0
Increase in Short-Term Debt	\$0	\$0	\$0
Increase in Long-Term Debt	\$0	\$0	\$0
<b>Net Cash Flow from Investing &amp; Financing</b>	\$720,000	\$0	\$0
Cash at Beginning of Period	\$0	\$1,029,276	\$1,522,216
Net Increase in Cash	\$1,029,276	\$492,940	\$635,588
<b>Cash at End of Period</b>	\$1,029,276	\$1,522,216	\$2,157,804

## Cash Flow by Year





# 9.

## Appendix

Sales Forecast

Personnel Plan

Budget

Loans and Investments

Financial Statements

## Sales Forecast

### Sales Forecast Table

*Add Sales forecast table with monthly detail.*

## Personnel Plan

### Personnel Table

*Add personnel report with monthly detail.*

## Budget

### Budget Table

*Add budget table with monthly detail.*

## Loans and Investments

### Loans and Investments

*Add Loan and investments reports with monthly detail.*

## Financial Statements

### Profit and Loss Statement

*Add Monthly profit & loss statement with monthly detail.*

### Balance Sheet

*Add balance sheet with monthly detail.*

### Cash Flow Statement

*Add Cash Flow Statement with monthly detail.*

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