




Moving Company


Your friend with a truck.

Business Plan [YEAR]

Prepared By

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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 you later on.

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TIP

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 storage services; packing and packaging services; process distribution, and logistics consulting; merchandise s

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Objectives



TIP

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

- Purchasing new vehicles to replace older trucks with more efficient models

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Mission Statement



TIP

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 (truck/van 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 moving and storage services in the whole of the United States of America and Canada.

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Financial Summary



TIP

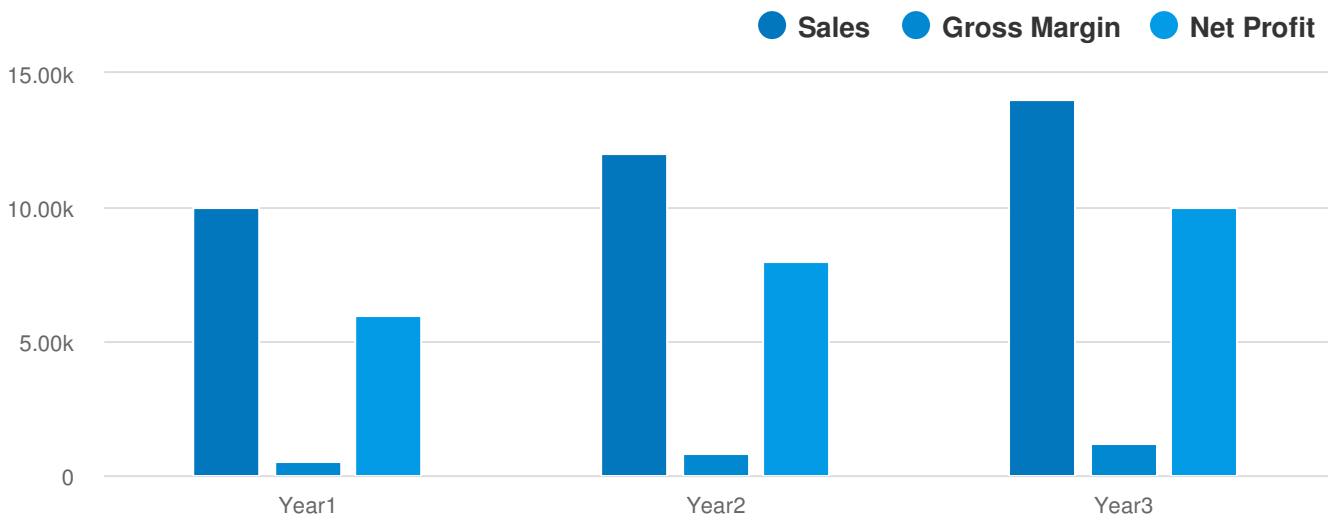
Maxwell Moving Services is seeking total funding of \$400,000 to launch its Moving services. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

Specifically, these funds will be used as follows:

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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

History

Business Structure

Startup Summary



TIP

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 and Storage industry.

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History



TIP

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 combined leadership, they expanded the business to provide complete delivery services for p

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Business Structure



TIP

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, and customers).

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Startup Summary



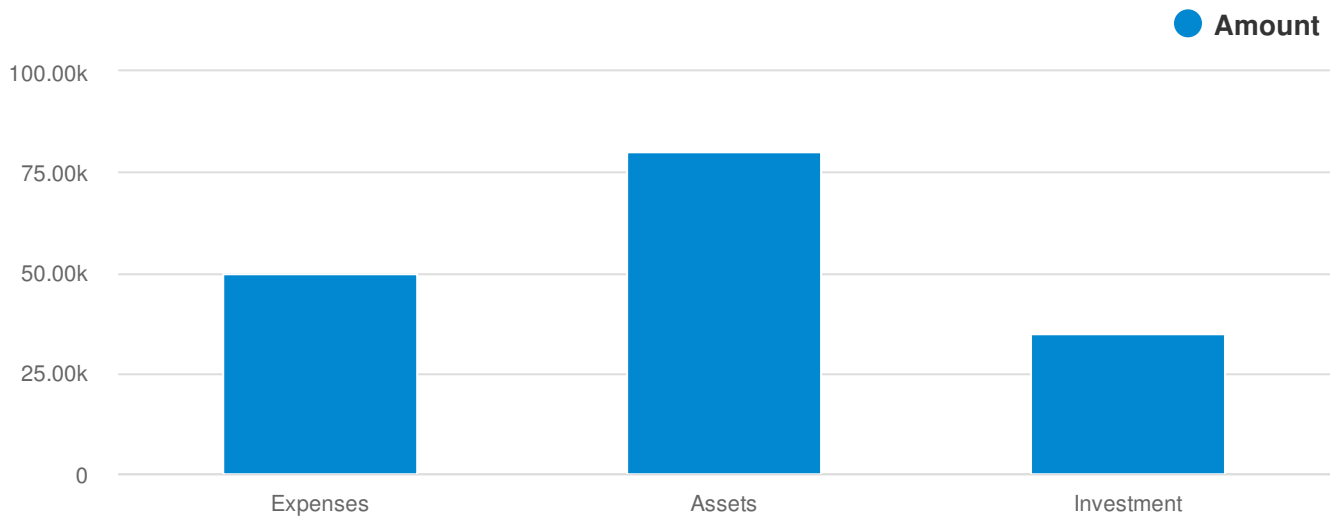
TIP

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



TIP

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 service carried out or related services rendered meet and even surpass our customers' expectations.

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Local and long-distance transportation of household and office goods



Warehousing and storage services



Packing and Packaging services



Process, Distribution, and Logistics Consulting and Advisory Services



Merchandise sales and other related 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 from this Moving services business plan sample or other Moving services business plans available online.

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Market Trends



TIP

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.

But one thing is certain, once a moving and storage

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Target Market



TIP

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 people and organizations that we have plans to do business with:

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Market Segmentation

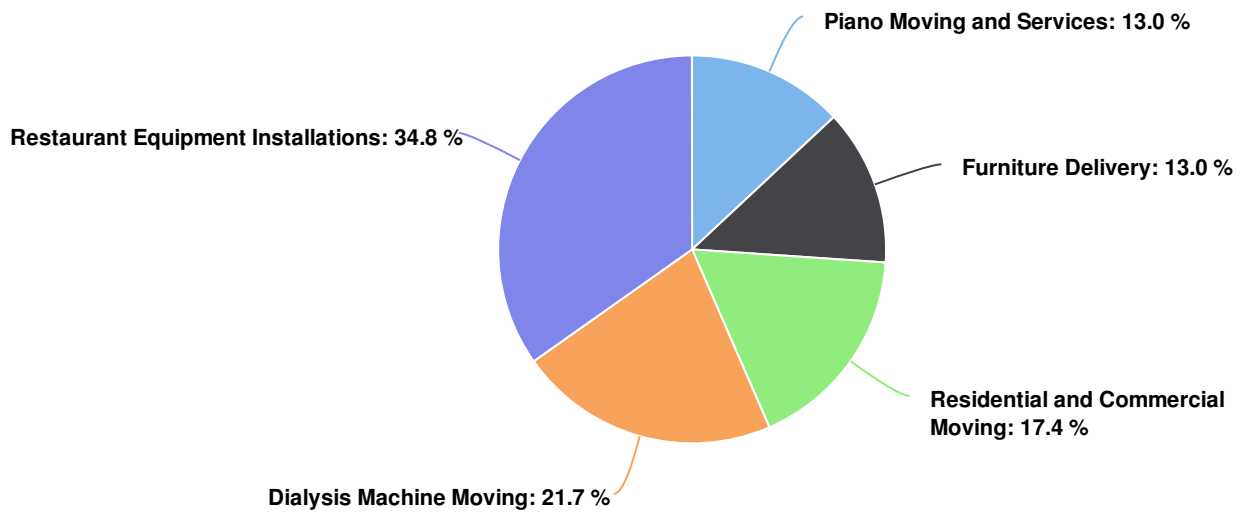


TIP

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. The National Kidney and Urologic Diseases Information Clearinghouse (NKUDIC) estimates that

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

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Strengths

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.



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. 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.



Opportunities

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.

Threats

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, sales strategy is also an important component of a moving service business startup and must be properly planned before you think about starting your business.

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Advertising Strategy



TIP

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



TIP

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 minimal overhead compared to our competition in the industry.

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Sales Forecast



TIP

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 states in the U.S. and Canada.

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Milestones



TIP

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 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. To unlock help try Upmetrics!



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 moving service 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 strategy. To unlock help try Upmetrics!

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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

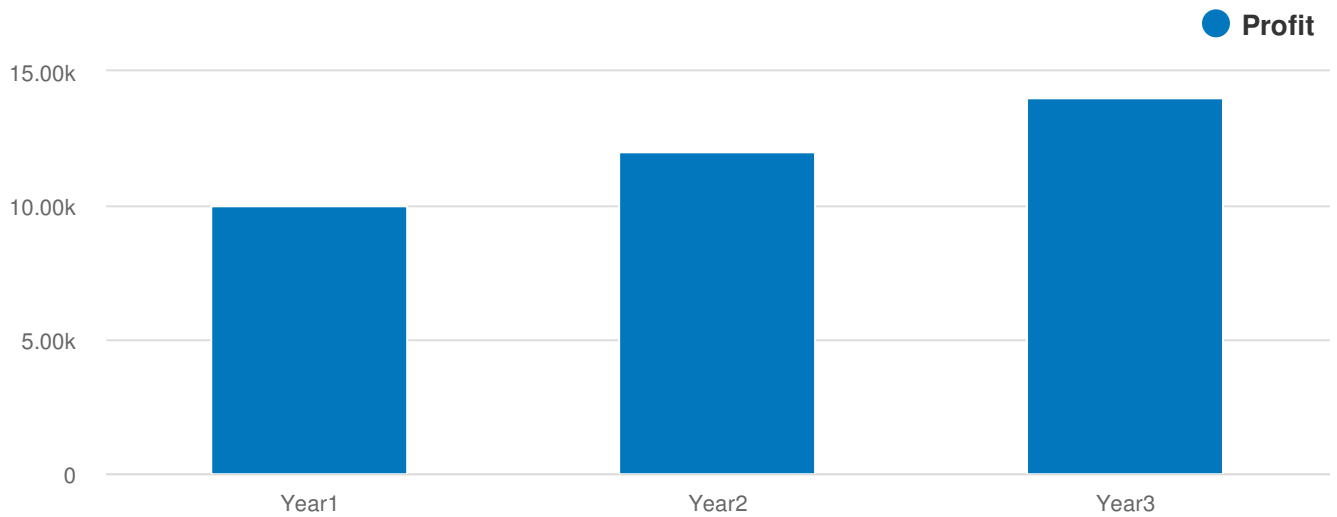
Brake-even Analysis

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

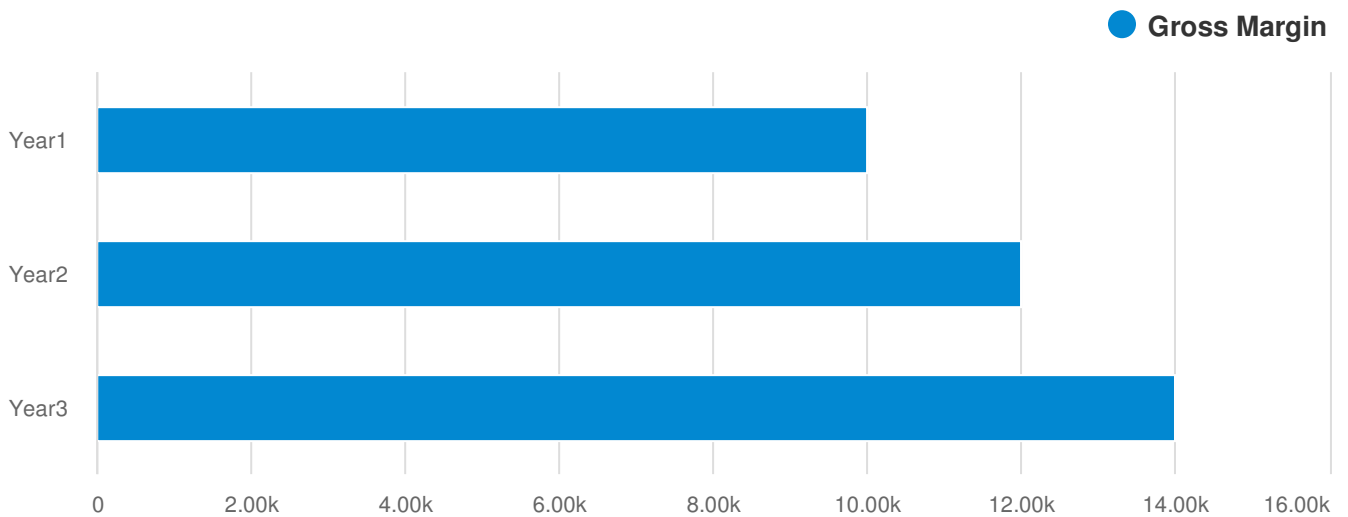
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales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