



Arrow Transportation Services

Trucking Business Plan

Prepared by

Kenneth Ibarra
kibarra@email.com
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Executive Summary

Objectives:

1. To be the number 1 trucking and transportation service in the Eastern United States by December 31, 2058.
2. Reach \$5,000,000 in lifetime sales by December 31, 2060.

Unique Selling Point:

Arrow Transportation Services offers various trucking services for residential to commercial clients in Kingsport, Virginia. Arrow Transportation features an account management system where business clients can receive perks and discounts when availing of our trucking services.

About Us

Arrow Transportation Services will open its first branch in Kingsport, Virginia on January 10, 2054, under the ownership of Mr. Kenneth Ibarra. It serves as a reliable trucking company for small and large truckload services for the clients of Kingsport, Virginia.

Products & Pricing

Arrow Transportation Services offers several trucking services including but not limited to LTL, FTL, Flatbed trucking, and reefer trucking services. Average pricing is around \$3 to \$5 per mile depending on service type, priority, and items on board.

Target Market

The target market will be retail and manufacturing clients needing state-to-state transportation services as well as residential and commercial clients for moving purposes.

Competition

The company's competition will be the following:

1. Roding Hogs Trucking

Established and running since 2051, Roding Hogs Trucking is a local trucking company that offers moving services only in Virginia locations.

2. Fern Shipment and Trucking

Fern Shipment and Trucking is a trucking company known for its good client reviews and competitive pricing.

SWOT Analysis

METRICS	POINT 1	POINT 2
Strengths	Have broad target clients	Competitive fleet manager with 5 years of experience
Weaknesses	Limited brand awareness	Weak marketing strategy
Opportunities	Contract an SEO Agency for Brand Awareness	Hire a marketing strategy manager and 2 specialists for local campaigns
Threats	Presence of two well-known local and national competitors	Possession of modern trucks from various competitors

Marketing Plan

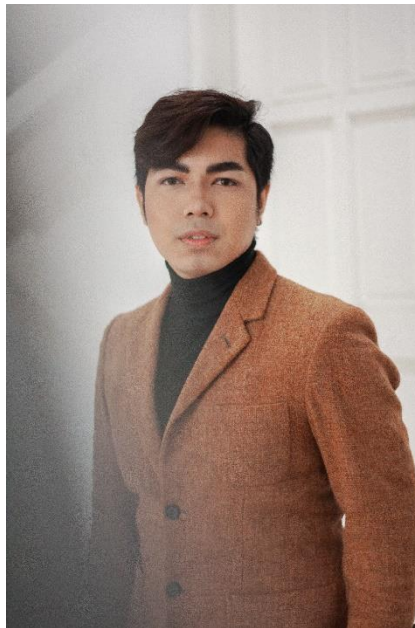
The marketing plan is centered around brand awareness and competitive pricing. Once in operation, the company will launch an SEO and social media marketing campaign directed to manufacturers and retail suppliers.

Operational Plan

The business will be located at 3954 Shady Pines Drive, Kingsport, VA 37663 as an open parking lot and warehouse with an area of 100,000 square feet. It will have 150 employees and will be grouped into 5 departments: Admin, Marketing & Operations, Fleet Control, Customer Service, and Maintenance

ACTION	ASSIGNED TO	END DATE
Draft an operation plan and workflow	Clark Summers	May 25, 2053
Finalize all operational plans	Kenneth Ibarra	May 28, 2053

Team



Kenneth Ibarra
Owner, Arrow Transportation Services



Clark Summers
Fleet Control Manager

Projected Startup Costs

DESCRIPTION	AMOUNT	PERCENTAGE
Commercial Space (100,000 sq. ft.)	\$2,000,000	40.00%
Licenses & Permits	\$50,000	01.00%
Truck Rentals	\$1,450,000	29.00%
Other Expenses	\$1,500,000	30.00%
Startup Fund Available	\$0.00	0%
Total Startup Costs	\$5,000,000	100%

Projected Profit & Loss Statement

DESCRIPTION	YEAR 1	YEAR 2
Sales	\$90,000.00	\$100,000.00
Cost of Sales	\$30,000.00	\$30,000.00
Gross Profit	\$60,000.00	\$70,000.00

Total Expenses	\$40,000.00	\$30,000.00
Net Profit (Loss)	\$20,000.00	\$40,000.00

Projected Balance Sheet

DESCRIPTION	YEAR 1	YEAR 2
Cash	\$100,000.00	\$300,000.00
Other Assets	\$50,000.00	\$90,000.00
Total Assets	\$150,000.00	\$390,000.00
Accounts Payable	\$60,000.00	\$80,000.00
Other Liabilities	\$10,000.00	\$30,000.00
Total Liabilities	\$70,000.00	\$110,000.00
Equity Capital	\$50,000.00	\$80,000.00
Retained Earnings	\$20,000.00	\$30,000.00
Total Shareholder's Equity	\$70,000.00	\$110,000.00
Total Liabilities & Shareholder's Equity	\$140,000.00	\$220,000.00

Appendix

- **Roading Hogs Trucking**

The official website of one of our main competitors.

- **Fern Shipments and Trucking**

The official website of one of our main competitors.