



TruckingSuccess.com



Business Plan Trucking

**Start-Up Trucking Company
With 1 - 10 Trucks and Trailers.
The Plan can be presented modified with
your information to apply for a Government
SBA Loan.**

*Information presented in this brochure is current at the time of printing.
Specifications subject to change. TXu1-335-556*

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Introduction To Your Trucking Company Business Plan

Dear Customer:

We sincerely hope that our sample business plan and the guidelines will help you achieve your goals. Please keep in mind that this business plan is for informational purposes only and was not prepared using your specific personal information. We provide you with general information, suggestions and examples, which will assist you to create a personalized business plan for your specific business idea. However, you must invest some time and effort to research your project and include all relevant facts and data in your own business plan to achieve a satisfactory outcome. Please understand that a business plan prepared by a certified public accountant (CPA) or an attorney costs thousands of dollars; however, you can save a lot of money when you invest some time and follow our step-by-step instructions and sample business plan to create your own. There are very few secrets and absolutely no shortcuts to research and a thorough and thoughtful process is required to complete an accurate business plan for a trucking company. Our business plan for a trucking company is carefully structured to allow you to proceed one step at a time.

Please note that the United States Small Business Administration (SBA) does not offer grants to start or expand a small business; although, it does offer a wide variety of loan programs. While the SBA offers some grant programs, these are generally designed to expand and enhance organizations that provide small business management, technical, or financial assistance. These grants generally support non-profit organizations, intermediary lending institutions, and state and local governments. However, other government agencies listed on the SBA website offer additional grant programs.

Why should you apply for a government-funded loan (SBA loan) instead of a conventional loan? The interest rate for a government-funded loan is the current prime rate plus 1.75 to 6.5 points depending on your credit history and the loan can be granted for up to fifteen years. The interest rate for a conventional loan is up to 4% higher than for an SBA loan and the length of a conventional loan is on average only up to five years. Even if your credit history is not perfect, you have a much better chance to get approved for an SBA loan than for a conventional loan. Your chances of approval will also increase if you are a member of a minority group such African American, Native American, Hispanic American, an Asian American, or if you plan to start or expand a woman-owned business.

More information at: <http://www.sba.gov/services/financialassistance/grants/index.html>

- A Important Advice For Your Executive Summary
- B Important Advice For Your Mission Statement

Executive Summary:

Here are several common mistakes that can make your executive summary less effective:

- Lacking a specific focus
- Too long and wordy and failing to get to the point
- Trying to be all-inclusive
- Failing to demonstrate a special or unique opportunity
- Failing to outline the terms of the investment sought
- Failing to generate enthusiasm in the reader

Some Suggestions to Combat These Problems:

- Limit your executive summary to a maximum of three pages
- If possible, attempt to present your summary on one or two pages
- Focus on the opportunity you are presenting and explain why it is special
- Make certain that the opinions claimed in your summary are fully supported in the other sections of your trucking company business plan
- Attempt to use only concrete facts and figures that explain your business concept, market niche and financial projects
- Keep your reader in mind—why are they reading the plan and what response or action do you hope to generate

Mission Statement:

You should carefully think through your own personal mission statement for your trucking company. You might write down whatever ideas come to your mind. The good news is that you can change, revise, and improve the details of your mission statement later on, as you should with your entire trucking business plan.

The Mission and Vision Statements set the tone not only for your business plan but also for your company. They define the path your company will follow and act as a guiding principle by which your company functions.

Your mission statement will tell your reader what you and your business are all about—what your company stands for, what you believe in, and what you intent to achieve. Economy of words is critical. This does not necessarily mean that they should be short at the expense of effectiveness, but that each word should be powerful and meaningful. Be clear and concise and make it obvious what your company attempts to do.

Mission And Vision Statement Mistakes to Avoid:

- Do not regurgitate a description of your business
- Do not make it boring
- Do not make it the length of a doctoral thesis
- Do not fake emotions
- If you do not believe it, do not include it
- Do not lie or claim to be something that you are not—tell exactly what you are going to do
- Do not forget to get the input of everyone on your team

Company Description Mistakes to Avoid:

The company description section should clearly explain your trucking company's products or services it offers. This section could be considered the who, what, why, where, when and how of your company. The focus should be on significant highlights of your business. Here are some mistakes to avoid:

- Including far too much detailed information about your business
- Providing information that the reader would consider your personal opinion
- Appearing as if you have no trucking company history or business purpose
- Leaving out important business and legal particulars
- Writing the section in an unorganized or confusing manner

Business Philosophy of Your Trucking Company

This is a description of what is important to you in your business as the owner and operator of a trucking company. You need to address in some detail the following:

- To whom you will market your trucking company's products and services
- Describe who your target market is
- Describe your trucking company industry with some emphasis on the following items:
 - a. Is the trucking company business in a growth industry?
 - b. What changes do you foresee in your trucking company industry for the short and long term?
 - c. How will your trucking company be poised to take advantage of the changes mentioned above?
- Your most important company strengths and core competencies
- What factors will make your trucking company succeed
- What do you think will be your major competitive strengths
- What background experience, skills and strengths do you personally bring to the new venture

Step 1: Personal Financial Evaluation—Net Worth Assessment

Before starting your new trucking business, you need to have a firm understanding of your personal finances. For that reason, the first step in preparing your trucking business plan will be to determine your current personal financial situation. We have included two worksheets, one to determine your personal assets and one to calculate your monthly expenses. You should use these numbers to create spreadsheets which show your personal budget month to month for at least one year.

Why is this information important and why do you have to include it in your presentation? To start your trucking business, you must demonstrate that you are managing your finances responsibly and you have a solid financial foundation. Starting a trucking business is a difficult process and unexpected financial problems may prevent you from achieving your goals. Also, a lender will require this information to determine your creditworthiness and to approve or deny your loan application. Before you proceed with your project, please ensure your financial situation is stable and you have a positive credit history.

Step 2: The Trucking Company Business Plan Cover Sheet

The cover sheet (see the cover sheet in our sample business plan) is the first page of your business plan. It is also the “first impression” lenders or investors will get of you and your trucking company. The purpose of the cover sheet is to tell the reader what kind of document you are presenting and its purpose. The cover sheet should look professional and visually pleasing (see our cover on the complete package). Color and contrast should be appealing and fonts easily readable. It should include the following:

- 1. Name of the business owner and business name**
- 2. Company logo**
- 3. Address**
- 4. Telephone number**
- 5. Fax number**
- 6. E-mail address**
- 7. Other contact information**

Step 3: The Business Plan

Use the enclosed sample plan to create a business plan that reflects your vision for the future. Incorporate your personal information and research findings into your plan, adding information in each category to express your business goals and objectives. The following categories should be outlined in detail and information specific to your venture should be added:

Competition:

- List your major competitors with names and addresses.
- Which products and what companies will compete with your business in the region where you plan to operate?
- Will they compete with you across the board, or just for certain products, customers or locations?
- Will you have important indirect competitors?
- How will your company, products and services compare with the competition?
- What distinguishes your business from the competition?

This detailed analysis of your competition will give you a clear picture how your trucking business will fit into the marketplace and allow you to make adjustments accordingly.

Sales Forecast:

If you have already collected sufficient historical sales figures, a reasonable forecast can be made based on these numbers to provide credible financial projections. However, start-up companies have no sales history, making accurate sales projections difficult. Inaccurate sales figures may not only distort your projected gross profits but also provide inaccurate information to your lender. For this reason, we have included the services of TruckingSuccess.com into the business plan to ensure lenders that you will generate sufficient income right from the start by working with a professional dispatch company that will provide the logistical support so you can achieve your monthly sales quota.

Financial Projections:

Your financial projections will be highly scrutinized by the individuals who read your business plan; therefore, it is important that you present accurate and truthful information and that your financial forecast is realistic. We have included sample financial projects based on years of experience along with a sample spreadsheet, which will assist you to create your own realistic financial projections based on your personal situation. Again, we recommend you use a spreadsheet to create your own financial projections.

Financial statements and projections should follow generally accepted accounting standards and must include properly prepared balance sheets. If you feel that this task is beyond your expertise, you may seek the assistance of a good accountant who is willing to prepare financial projections for a reasonable fee, based on the information you provide. The financial projection worksheets are provided as an aid in developing your business plan, and they are not intended to replace the services of a qualified accountant. An accountant who is familiar with the trucking industry and understands the business should be part of the business owner's management team to develop a business plan and operate the business.

Operational Plan:

Business location and facilities: The operational plan should include specific information about your products and services. Since you are not manufacturing products, your focus should be the services you plan to provide and where you will locate your business. You have to determine how much space you will need to house your business operation and if you will operate from multiple locations. Once you have determined one or more physical business locations, carefully evaluate the pros and cons of each. You should also provide a layout of the proposed facility as an appendix to your business plan.

Equipment: Compile a list of the equipment you will need, including purchasing cost and determine maintenance costs. Explain and describe how each piece of equipment functions and what its purpose is. Determine and document if you will purchase or lease the equipment and state the advantages of leasing or purchasing. Also include a list of vendors from whom you plan to purchase or lease. Be sure your list includes vehicles, computers, and office equipment.

Day-to-Day Management: Determine who will manage the company's business on a daily basis and what experience, education, and talents this individual has to offer. Also determine who will assume responsibility when the day-to-day manager is unable to fulfill his duties.

Management Team: Many investors and lenders base their decision to fund a business venture on the quality of the management team behind the venture. Investors and lenders expect a well-educated and professional team with broad business experience in every function critical to the new company. The management section of your business plan should include a detailed profile of each individual on your management team, listing their education, professional credentials and experience.

Generally, a management team should consist of three to five qualified and trustworthy individuals, who may be employed full time with your business or provide their expertise for a fee as an independent adviser or consultant. Members of the management team may also be appointed as officers of the corporation and/or become members of the Board of Directors. Your board of advisers and business professionals should include an attorney, accountant, insurance agent, and a banker with expertise in the transportation industry. You may also utilize a consulting firm that specializes in trucking-related issues. Include a list of the members of your board of advisers and their contact information in your management team section.

Management Mistakes: Several common mistakes will limit the effectiveness of the management team section of your business plan, leading to rejection by lenders or investors. Demonstrate your professionalism by avoiding the following pitfalls:

1. Placing unqualified friends or family members in key management positions
2. Presenting a one-man-team management philosophy
3. Assuming that previous success in another field will guarantee success for your trucking business
4. Failing to obtain a knowledgeable board of advisers
5. Hiring top managers without sharing ownership

Your business plan to establish your start-up trucking company is almost complete. You did the research and you followed the instructions to create your personalized business plan. You proofread and reviewed it and you are proud of your accomplishment; however, your work is not yet complete. Set the plan aside for a few days and then review it again critically from the viewpoint of a banker or investor. Ask yourself if the information presented makes sense business-wise, is the information presented in a professional language, and does your plan make a good impression. If you are not completely satisfied with the results, then implement new ideas and make the appropriate changes.

Step 4: Choosing a Legal Business Structure

Sole proprietorships, partnerships, corporations, and limited liability companies are the most common legal structures for small businesses. No one legal structure is right for all small businesses. Whether one chooses to start the business as a sole proprietor or selects one of the more complicated organizational structures depends on several factors.

Sole Proprietorship: A sole proprietorship is the basic and simple form of a business organization and has no existence apart from the owner. The spouse can be an informal owner of your sole proprietorship. The business liabilities are also the owner's liabilities.

Ownership (proprietary) interest ends when the owner dies. The owner undertakes the risks of business to the extent of all of his or her assets. There is no differentiation between the business and the owner's private assets. The owner is responsible for loss, gain or damage. The owner is responsible for estimated tax payments on a quarterly basis to the Internal Revenue Service (IRS), if the estimated tax payment is more than \$500.00. Sole proprietors pay taxes on business income on their personal tax returns.

Partnership: A partnership is the relationship existing between two or more persons who join together to carry on a trade or business. A business with more than one person that is not incorporated or organized as an LLC is a partnership by default. The term partnership includes a syndicate, group, pool, joint venture, or other unincorporated organizations that carries on a business and is not classified as a trust, estate or corporation. Each person joining the partnership contributes money, property, labor or skill and expects to share in the profits and losses of the business. A partnership agreement or added modifications may be oral or written. If there is an oral agreement, witnesses should be present or it should be recorded on tape. Generally, a partner's share of income, gain, loss, deductions, or credits is determined by the partnership agreement.

The liabilities of a partnership are determined by the number of shares (s)he acquires when signing the agreement. However, the liability is every partner's responsibility including his or her personal assets depending on the percentage (s)he owns in a partnership. A partnership is not a taxable entity, and each partner is responsible for paying estimated taxes and filing tax returns.

Corporation: A corporation is the most important form to organize a business because it comes into existence by an act of the state and therefore is a legal entity. It has a definite existence through legal papers filed with the state, generally the Secretary of State or the Corporation Commission. A corporation has a perpetual existence as long as it is compliant with annual filing requirements of the Secretary of State or the Corporation Commission. Registration of a corporate name shall contain the word "corporation," "company," or "incorporated," or shall contain an abbreviation of one of such words. The corporate name should not be the same as, or deceptively similar to, the name of any domestic corporation existing under the law of the same state in which the new corporation will be registered.

A corporation provides protection from personal liability for business debts. The liability of its owners is limited to their investments, and their personal estates are not liable for the obligations of the corporation. However, failure to comply with and follow corporate formalities or keep adequate records can result in the loss of the limited liability status. Corporations consist of shareholders, who are the owners of the business. A minimum of two individuals is required to create a corporation. A board of directors, which is elected by the shareholders, manages the business.

***S Corporations:* Certain corporations can choose to qualify under Subchapter S of the Internal Revenue Code to avoid the imposition of income taxes at the corporate level while retaining all the advantages of a corporation. Income from an S Corporation is taxed as personal income on Schedule E (Form 1040). A corporation must meet the following requirements to qualify for S Corporation status:**

- **Be a domestic corporation**
- **Not be a member of an affiliated group of corporations**
- **Have only one class of stock**
- **Have 35 or fewer shareholders**
- **No shareholder of the corporation can be a non-resident alien**
- **Shareholders must be individuals, estates or certain trusts**
- **Corporations, partnerships and non-qualifying trusts cannot be shareholders**

***Limited Liability Company:* Limited Liability Companies (LLC) combine some of the best attributes of corporations and partnerships, including limited personal liability and one level of taxation. LLC owners report business income and losses on their personal income tax returns, thus avoiding double taxation. LLC's are governed by an operating agreement similar to corporate bylaws. State laws govern the organization of an LLC and set forth minimum requirements that must be met to form a limited liability company. Articles of organization must include the name of the LLC, the address of the registered office, the name of a statutory agent, a dissolution date, and information about management. Filing requirements and fees are similar to those of a corporation.**

Each form of business has advantages and disadvantages. You should carefully study the options and make a decision based on your personal circumstances and applicable state and tax laws. An accountant or attorney can answer specific questions and help you make a decision that is right for your trucking operation. Once you have selected a form of business organization, you must make sure that you understand the specifics of that structure and follow the requirements to stay compliant with federal, state, and local laws as well as tax laws.

Step 5: Products And Services List

The following options should be considered when deciding what products and services your trucking company will provide to its customers:

- **Air**
- **Ground**
- **Ocean**
- **Domestic & International**
- **Specialization**
 - Electronics**
 - Household Goods**
 - Art**
 - Furniture**
 - Estate Distribution**
 - Trade Shows**
 - Tanker**
 - Dump Truck Operation**

- **Forms and Documents**
 - Commercial Invoice**
 - Certificate of Origin**
 - Shipper's Letter of Instruction**
 - NAFTA Agreement Certificate of Origin**
 - Packing List**
 - Bill of Lading**

- **Pickup and Delivery**
- **Third Party Logistics and Brokerage**
- **Expedited Delivery**
- **Warehousing**
- **Next Day Truckload Services**
- **Special Request Same Day Truckload Service**
- **Special Request Same Day LTL Service**
- **International Import/Export Services**
- **Trucking Service Solutions**
 - Business to Business**
 - Business to Residential**
 - Residential to Residential**
 - On-line Rate Quotes**
 - Forms Export/Import Documents and Documentation**
 - Relocation and Moving**

- **Size of Shipment**
 - Parcel**
 - Heavy Weight Freight**
 - General Cargo**
 - Personal Effects**
 - Furniture**
 - Commercial Freight**

- **Additional Services**
 - Common and Contract Carriers**
 - Dedicated Fleet Services**
 - Warehousing**
 - Distribution**
 - Logistics/Brokerage**
 - Trans Loading**
 - Storage Trailers**
 - Pool Consolidation**

Step 6: Start-up Costs And Capitalization For Your Trucking Company

You will have many expenses before you even begin operating your trucking company. It is important to estimate these expenses accurately, and then to plan where you will get sufficient capital. Determining the start-up costs is a research project, and thorough research will lessen the likelihood that you will leave out important expenses or underestimate them.

Qualified and Non-Qualified Start-up Costs

Qualified Start-up Costs include the following:

- Surveys of potential trucking company markets
- Analyses of available facilities, labor, supplies, etc.
- Advertising for the opening
- Salaries and wages for employees who are being trained and for their instructors
- Travel expenses and other necessary costs for securing prospective distributors, suppliers or customers
- Salaries for executives and consultants, or for similar professional services

Non-Qualified Start-up Costs include the following:

- Deductible interest expenses
- Taxes
- Research and experimental costs

Budget Allowances

However, even with the best of research opening a new trucking company has a way of costing more than you may anticipate. There are two methods to make allowances for unexpected expenses. The first is to add a little “padding” to each time in the budget. However, the problem with that approach is that it undermines the accuracy of your carefully thought-out plan. The second approach is to add a separate line item, which we call contingency, to account for unforeseeable expenditures.

This is the approach we recommend: You should talk to other individuals who have started similar trucking company businesses to get a good idea of how much to allow for contingencies. If you cannot obtain realistic information, we recommend as a rule of thumb that contingency expenditures should equal at least 20% of the total start-up expenses.

Evaluating Start-up Costs

When starting a new business, moving to a new location, opening a new branch or expanding your business, there will be start-up or one-time expenditures. Determine and summarize these expenses by printing this and the following page and filling in the amount of money required for each of the items listed below:

Item	Cost
Real estate, furniture & fixtures	\$ _____
Machinery & equipment	
a) Fully paid in cash	\$ _____
b) Cash down payment if purchased on contract	\$ _____
c) Transportation & installation costs	\$ _____
Starting inventory	\$ _____
Decorating, refurbishing & remodeling costs	\$ _____
Required deposits	
a) Utilities	\$ _____
b) Rent	\$ _____
c) Other (specify)	\$ _____
Required fees	
a) Legal, accounting, & others	\$ _____
b) Licenses, permits, etc.	\$ _____
c) Other fees (specify)	\$ _____
Initial advertising & marketing Costs for fliers, sales letters and calls, signs, brochures, etc.	\$ _____
Accounts receivable (____ \$ days of sale)	\$ _____
Salaries & owners' draw until business opens or until cash flow is positive	\$ _____
Other miscellaneous expenses	\$ _____
Merchant association fees	\$ _____

Item	Cost
Equipment rental	\$ _____
Office supplies	\$ _____
Janitorial services	\$ _____
Payment for other fixed obligations	\$ _____
Miscellaneous expenses	\$ _____
_____	\$ _____
_____	\$ _____
Total Start-up Costs	\$ _____

Notes:

Start-up To-Do List

This is a general checklist for any start-up business venture:

1. Know what type of business you would like to start and learn all you can about it.
2. Appraise your business strengths and weaknesses. Be strict and objective.
3. Conduct research of potential customers, your trade or industry, your competition, licensing and tax requirements and status of your corporation.
4. Determine the type of business organization.
5. Prepare a comprehensive business plan and include your action timetable.
6. Decide on your business hours.
7. Secure needed capital (loans, budget to save, borrow from insurance policy, etc.)
8. Facilities, equipment, furnishings, supplies and stock.
9. Recruit personnel, establish job descriptions and training programs.
10. Print business cards, stationary, invoices, and other forms.
11. Register name of business (your assumed name) and/or file articles of incorporation with the Secretary of State and publish notice in newspaper.
12. Secure permits, licenses and zoning variations. Check with both local and state licensing agencies.
13. Register your business with the state and obtain a Sales & Use Tax Permit (if applicable).
14. Register and obtain a federal tax identification number (Form SS-4) and obtain employee tax and withholding information from the IRS.
15. Establish business bank accounts (separate from your personal account). Shop for banking services that best meet your need.
16. If you intend to hire employees for your business, call the local Department of Economic Security or Workforce Commission.
17. Call the IRS for a free "Small Business Tax Kit" at 1 (800) 829-3676. For information about free Tax Education Workshops, at 1 (800) 829-1040 or check out the IRS website for this information.
18. Issue news releases and publicize your new venture.

Best of luck,

TruckingSuccess.com

Note: We mentioned in our instructions that our business plan is for informational purposes only and it was not prepared using your specific personal information. However, if you believe that the task is too complex and you are in need of a Certified Public Accountant to assist you and prepare a personalized business plan, please contact us and our CPA, Ken Lindow, will call you and discuss your options. Specialized plan preparation starts at \$1,500.00.

Notes

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Business Plan For

ABC TRUCKING, INC.

5201 N. ABC Drive
ABC City, AZ 85051
(000) 000-0000

Fax (000) 000-0000

E-mail: abctrucking@yahoo.com

This Business Plan is For Informational Purposes Only.

INTRODUCTION

PURPOSE, LEGAL FORM OF ORGANIZATION AND OWNERSHIP

MISSION STATEMENT

The purpose of ABC Trucking, Inc., is to establish a reliable, safe and on-time transportation company to transport refrigerated goods for manufacturers, freight forwarders, and transportation brokerage companies throughout the United States.

ABC Trucking, Inc., is an Arizona Corporation, located at 5201 N. ABC Drive, ABC City, AZ 85051. The officers and shareholders of ABC Trucking, Inc., are:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

Educational Background:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

ABC Trucking, Inc., will be managed by its President, _____, on a day-to-day basis. If the President cannot fulfill his duties for unforeseen reasons, the Vice President, _____, will take over the management of the company.

To accomplish rapid growth, ABC Trucking, Inc., intends to hire the services of TruckingSuccess.com.

TruckingSuccess.com is in the trucking-related business for over twenty years and is located in Arizona. This company initially developed, produced and sold trucking-related educational material as well as other related products to truck Owner-Operators through the Internet. The owner has twenty years of cross-country driving experience. The company has successfully transitioned into a trucking dispatch business that has produced average monthly revenue of more than \$18,000.00 for Owner-Operators using this service and has even produced monthly revenues of \$23,000.00 for one driver in his first month of business.

THE SERVICE

Interstate transportation of refrigerated goods will be the primary service of ABC Trucking, Inc. The quality and reliability of the service will increase profit that will be invested in the company’s growth. The goal is to build excellent customer relationships by meeting the specific requests relating to cargo handling, driver preferences and delivery timing. As the company gains experience and earns a reputation for reliable service, the business will secure an edge over the competition. Over time, clients are inclined to trust a reputable trucking company with their valuable cargo more than a new company quoting a lower price. This will be accomplished by “going the extra mile,” protecting the clients’ interests and therefore building a loyal base that rewards the company with repeat business and frequent referrals.

The company will concentrate on refrigerated loads throughout the continental United States. There is a steady demand to transport these loads and they produce above-average revenues. Hauling contracts should be secured with produce companies such as Dole Fresh Vegetables and Ready Pack Industries for year-round transportation. The flow of produce and fruit from the West Coast is steady, and various products flow from the East Coast to the Midwest and back into the fast-growing Western region. Government contracts to haul military equipment should also be secured.

THE COMPETITION

Although transportation of general goods is in high demand in today's market, ABC Trucking, Inc., cannot ignore the competition issue. The company slogan is "*Serving with Dignity.*" The management and drivers will be doing their best to provide professional service. Close contact with shippers and receivers, constant monitoring of the freight movement, and replacing aging equipment will eventually make ABC Trucking, Inc., profitable above trucking industry standards. ABC Trucking, Inc., will primarily specialize in refrigerated goods, especially produce from the West Coast to the East Coast, to secure above-average transportation rates.

MARKETING AND SALES PLAN

Plan for Introducing ABC Trucking, Inc., to Potential Customers

1. An attractive and easily readable company logo will be posted on the company's tractors and trailers. A large sign will be installed on the gate of the premises where the main office, storage building, parking lot, and maintenance garage of the company will be situated.
2. Company brochures will be created by professional designers.
3. Introductory phone calls will be made and follow-up letters with the company brochures will be sent to local manufacturers and large transportation brokerage companies.
4. ABC Trucking, Inc., will be registered with Internet load platforms such as Get-Loaded.com, 123loadBoard.com, and others.
5. Company trucks will be posted on the freight brokerage Internet platforms when available.
6. The company's website will be introduced to the Internet to make communications with potential clients easy and convenient.
7. Advertising will be placed in the Yellow Pages.
8. The company will be registered with the largest business-promoting Internet platform www.thomasnet.com.
9. ABC Trucking, Inc., will become a member of the local Chamber of Commerce, the Small Business Association, Better Business Bureau, and the National Association of Small Trucking Companies.
10. ABC Trucking, Inc. will also become a member of the North American Transportation Association (NTA) and use their services such as random drug testing in order to comply with DOT regulations.

Plan to Convince Potential Customers to Purchase ABC Trucking, Inc., Transportation Services

Since transportation choices of brokerage firms as well as of manufacturers are based on their business history with potential carriers, during the first weeks of its operation, ABC Trucking, Inc., will focus on long-distance hauls to gain a reliable reputation. The company will do its best to provide on-time service by professional drivers dressed in company uniforms, as well as operating clean and well-maintained trucks and trailers. By providing complete and updated information on trip and loading/unloading details, the company plans to foster relationships based on trust with its customers and make ABC Trucking, Inc., their first choice. In addition, reference letters will be collected from satisfied clients and posted on the company's website and cited in brochures.

Revenue Projections

The sales projections included in the pro forma financial statement were developed with the assistance of TruckingSuccess.com and are based on informational sources of the National Association of Small Trucking Companies and Owner-Operator Independent Drivers Association. The official information was verified by the owners of ABC Trucking, Inc., during numerous interviews with independent Owner-Operators as well as drivers of small and large transportation companies. The revenue projection was analyzed and approved by a certified accountant with extensive experience in the transportation industry. Sales are projected to grow 15% to 20% annually. ABC Trucking, Inc., will generate revenues at the average rate of \$1.50 per mile.

OPERATIONS AND MANAGEMENT PLAN

During the first three months of operations, ABC Trucking, Inc., will place ten company trucks in service. As soon as the company service history is established and a constant customer base has been achieved, the company will purchase additional trucks and trailers. Eventually, during an eighteen-month period, ABC Trucking, Inc., will obtain up to ten additional trucks and trailers operated by professional drivers.

The owners will provide supervision and guidance for the staff. They will also retain responsibility for direct marketing, dispatching, technical and safety issues, as well as banking, accounting, insurance, legal, and other administrative functions.

SPACE REQUIREMENT

Prior experience of similar companies shows that company real estate is required at the first stage of operation. The first ten company trucks will be parked (when not in use) at some temporary location. Eventually, ABC Trucking, Inc., will purchase ten acres of appropriately zoned land, where the main company office will be located, and a maintenance garage adjoined by a freight storage area will be built. A search of the commercial real estate market indicates that such a property may be purchased or leased for approximately \$25,000.00 a year.

INSURANCE

The owners contacted three insurance agencies to determine the needed coverage and the cost of such coverage. The package of necessary coverage was determined. An agency was chosen and the coverage will be made available on the first day of business operations.

SAFETY ISSUES

The safety issues will be considered as a base of all operations of ABC Trucking, Inc. Careful vehicle pre-trip inspections will be mandatory for all drivers. After-trip inspections will be conducted by certified mechanics, verified, documented and signed by supervisors. All company drivers will attend mandatory monthly safety instructions. All company vehicles will be equipped with GPS units to allow electronic verification of entries made by drivers into their logbooks, which will be collected and kept on record. Fire extinguishers, flashlights, and First Aid kits will be mandatory for all company trucks. A zero-tolerance policy will be maintained by ABC Trucking, Inc., regarding alcohol and illegal drug use prior to or during a trip. All personnel of ABC Trucking, Inc., will be subject to mandatory random drug testing.

Executive Summary

Outline and demonstrate a unique business opportunity in your own words and create enthusiasm in the reader in the process. The Executive Summary should be precise, with concrete facts and figures that explain your market niche and business concept. Limit your summary to a maximum of three pages.

CASH REQUIRED TO START UP—\$800,000.00

Purchase of 10 used trucks and refrigerated trailers	\$300,000.00
Operational Costs for 60 days	\$300,000.00
Miscellaneous Start-up costs	\$200,000.00
	<hr/>
Total Start-up Cost	\$800,000.00

WORK SHEET TO COMPILE ASSETS

A. PROPERTY ASSETS:

RESIDENCE	\$ _____
SECOND HOME	\$ _____
FURNISHINGS	\$ _____
JEWELRY	\$ _____
COLLECTIBLES/ART	\$ _____
AUTOMOBILES	\$ _____
OTHER ASSETS	\$ _____
SUBTOTAL A	\$ _____

B. EQUITY ASSETS:

REAL ESTATE	\$ _____
STOCKS	\$ _____
MUTUAL FUNDS	\$ _____
VARIABLE ANNUITIES	\$ _____
BUSINESS INTERESTS	\$ _____
OTHER	\$ _____
SUBTOTAL B	\$ _____

C. CASH RESERVE ASSETS:

CHECKING ACCOUNTS	\$ _____
SAVINGS ACCOUNTS	\$ _____
CREDIT UNION ACCOUNTS	\$ _____
CERTIFICATE OF DEPOSITS	\$ _____
CASH ON HAND	\$ _____
OTHER	\$ _____
SUBTOTAL C	\$ _____

D. FIXED ASSETS:

GOVERNMENT BONDS	\$ _____
MUNICIPAL BONDS	\$ _____
CORPORATE BONDS	\$ _____
OTHER	\$ _____
SUBTOTAL D	\$ _____

E. YOUR TOTAL ASSETS:

SUBTOTAL A	\$ _____
SUBTOTAL B	\$ _____
SUBTOTAL C	\$ _____
SUBTOTAL D	\$ _____
TOTAL	\$ _____

EXPENSES

A. FIXED EXPENSES

- RENT/MORTGAGE \$ _____
- GROCERIES/FOOD \$ _____
- CHILD CARE \$ _____
- SCHOOL/EDUCATION \$ _____
- CAR LOAN \$ _____
- CAR INSURANCE \$ _____
- CAR MAINTENANCE \$ _____
- GASOLINE \$ _____
- CLEANING SUPPLIES \$ _____
- HOME MAINTENANCE \$ _____
- MEDICAL EXPENSES \$ _____
- DOCTOR/DENTIST \$ _____
- TELEPHONE \$ _____
- ELECTRICITY \$ _____
- GAS/HEATING \$ _____
- WATER \$ _____
- CLOTHING \$ _____
- OTHER \$ _____

A. SUBTOTAL \$ _____

B. FLEXIBLE EXPENSES

- MAGAZINES \$ _____
- NEWSPAPERS \$ _____
- EATING OUT \$ _____
- MOVIES \$ _____
- HOBBY EXPENSES \$ _____
- SPORTS/RECREATION \$ _____
- OTHER \$ _____

B. SUBTOTAL \$ _____

C. PERIODIC EXPENSES

- VACATIONS/TRIPS \$ _____
- CHRISTMAS \$ _____
- BIRTHDAYS \$ _____
- ANNIVERSARIES \$ _____

C. SUBTOTAL \$ _____

TOTAL EXPENSES A + B + C \$ _____
 =====

ANALYSIS OF OPERATIONS FOR 1 YEAR

Financial Projection – Cash Accounting – 1 TRUCK - O/Operator

Income one Truck per month	\$19,000	per year	\$228,000
Maintenance	1,000		12,000
Fuel	6,500		78,000
Tires	300		3,600
Insurance	1,000		12,000
Tolls	250		3,000
Dispatch charge	450		5,400
Bookkeeping/Accountant	150		1,800
Truck payment	1,000		12,000
Trailer payment	500		6,000
Miscellaneous	500		6,000
TOTAL EXPENSES	11,650		139,800
INCOME	\$7,350		\$88,200

ANALYSIS OF OPERATIONS FOR 1 YEAR

Financial Projection – Cash Accounting – 10 TRUCKS

Income 10 trucks per month	\$190,000	per year	\$2,280,000
Maintenance	10,000		120,000
Fuel	65,000		780,000
Tires	3,000		36,000
Insurance	10,000		120,000
Tolls	2,500		30,000
Dispatch charge	5,400		64,800
Bookkeeping/Accountant	1,500		18,000
Truck payment	10,000		120,000
Trailer payment	5,000		60,000
Drivers paid	40,000		480,000
Administration	16,000		192,000
Miscellaneous	5,000		60,000
TOTAL EXPENSES	173,400		2,080,800
INCOME	\$16,600		\$199,200

Financial Projection Cash Accounting Year By Month Profit & Loss Statement

Month		1	2	3	4	5	6	7	8	9	10	11	12		Total	
One Truck		19000	19000	19000	19000	19000	19000	19000	19000	19000	19000	19000	19000		228000	
Gross Sales		19000	19000	19000	19000	19000	19000	19000	19000	19000	19000	19000	19000		228000	
Repair		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000		12000	
Net Profit		18000	18000	18000	18000	18000	18000	18000	18000	18000	18000	18000	18000		216000	
COS Fuel		8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000	8000		96000	
Insur- ance		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000		12000	
Wages		5416	5416	5416	5416	5416	5416	5416	5416	5416	5416	5416	5416		64992	
Oil		100	100	100	100	100	100	100	100	100	100	100	100		1200	
Tires		300	300	300	300	300	300	300	300	300	300	300	300		3600	
Tolls		150	150	150	150	150	150	150	150	150	150	150	150		1800	
Cell Phone		60	60	60	60	60	60	60	60	60	60	60	60		720	
Plates		100	100	100	100	100	100	100	100	100	100	100	100		1200	
Per- mits		50	50	50	50	50	50	50	50	50	50	50	50		600	
COGS		15176	15176	15176	15176	15176	15176	15176	15176	15176	15176	15176	15176		182112	

Appendix

The following Business Plan with Financial Projection is an actual plan developed by a Finance & Tax Service for a real company. All names, locations and dates have been changed to protect the privacy of the company. We have added this plan to help you in your endeavor of creating your own business plan with your own information and your own projections.

This Business Plan is For Informational Purposes Only.

Business Plan

For

ABC TRUCKING , INC.

5201 N. ABC Drive
ABC City, AZ 85051
(000) 000-0000
Fax (000) 000-0000
E-mail: abctrucking@yahoo.com

Owners: John Smith
Tom Smith

PURPOSE, LEGAL FORM OF ORGANIZATION AND OWNERSHIP MISSION STATEMENT

The purpose of ABC Trucking, Inc. is to establish an efficient, prompt and reliable transportation company to transport agricultural products for large and small operations alike.

ABC Trucking, Inc. is a Arizona Corporation, located at 5201 N. ABC Drive, ABC City, AZ 85051. The Officers of ABC Trucking, Inc. are: **John Smith and Tom Smith**

Educational Background:

John Smith Licensed in Airframe and Power Plant Inspection

Tom Smith Bachelors in Heavy Equipment and Diesel Mechanics from Arizona State University (1978)

ABC Trucking, Inc. is an expansive trucking-related business that operates predominantly in the agricultural sector. ABC Trucking, Inc. transports a variety of agriculturally related products from livestock to equipment. The owners have a plethora of combined experience and compliment one another well. John Smith is licensed in Airframe and Power Plant Aviation and has a history of business experience. He was a mechanic for five years and is currently an inspector of all aviation parts. Tom Smith graduated from Arizona State University in 1978 with a degree in Heavy Equipment and Diesel Mechanics. He worked as a mechanic for several years and has been driving semi trucks for the last eighteen years. Each has maintained a CDL for over twenty five years.

SERVICE

Interstate transportation of agricultural products will be the primary service of ABC Trucking, Inc. The quality and reliability of the service will increase profit that will be invested in the company growth. The goal is to build excellent customer relationships by meeting the specific requests relating to cargo handling, driver preferences and delivery timing. As the company gains experience and earns a reputation for reliable service, the business will secure an edge over the competition. Over time, clients are inclined to trust a reputable trucking company with their valuable cargo over a new company quoting a lower price. This will be accomplished by "going the extra mile," protecting the clients' interests and therefore building a loyal base that rewards the company with repeat business and frequent referrals.

The company will concentrate on livestock transportation throughout the United States. There is a steady demand to transport these loads which produces above average revenue.

COMPETITION

Demand is high for the transportation of general goods in today's market. ABC Trucking, Inc. will primarily focus on livestock delivery. This specialization within the industry gives ABC Trucking, Inc. a competitive advantage which holds promise of future growth. The management and drivers of ABC Trucking will provide a professional service that will insure safe and timely delivery of livestock. With constant monitoring of the freight movement in conjunction with close contact with shippers and receivers, ABC Trucking, Inc. will place itself above trucking industry standards and maximize customer loyalty and profitability.

MARKETING/SALES PLAN

Plan for Introducing ABC Trucking, Inc. to Potential Customers

- (1) An attractive, clear logo will be posted on company trucks and on the company storage garage.
 - (2) Company brochures will be professionally created.
 - (3) Introductory phone calls will be made and follow-up letters with the company brochures will be sent to large transportation brokerage firms as well as customers from referral.
 - (4) ABC Trucking, Inc. will have its own website which will make communication with potential clients easy and convenient.
 - (5) Ads will be placed in the yellow pages.
 - (6) Sponsorship of various livestock shows and auctions will make ABC Trucking, Inc. more visible within the livestock sector of trucking.
 - (7) ABC Trucking, Inc. will become a member of the local Chamber of Commerce, the Small Business Association, Better Business Bureau, and the National Association of Small Trucking Companies.
- ABC Trucking, Inc. will also become a member of the NATA (North American Transportation Association) and use their services such as random drug testing in order to comply with DOT regulations.

Plan for Convincing Potential Customers to Purchase ABC Trucking, Inc. Transportation Services

Since transportation choices of customers are usually based on business history with potential carriers, ABC Trucking, Inc. will establish a loyal customer base through a reputation of reliability that will expand primarily by referral. Drivers will be

professionally dressed in company uniforms, as well as operate clean and well maintained trucks and trailers, emphasizing the culture of professionalism at ABC Trucking, Inc. By providing complete and updated information on trip and loading/unloading details, the company plans to foster relationships based on trust with its customers and make ABC Trucking, Inc. their first choice. Reference letters will be collected from satisfied clients and posted on the company's web site and cited in brochures and various advertisements.

REVENUE PROJECTION

The sales projections included in the pro forma financial statement were developed with the assistance of **TruckingSuccess.com** and based on the informational sources of the National Association of Small Trucking Companies and Owner-Operator Independent Drivers Association. The official information was verified by the owners of ABC Trucking, Inc. during numerous interviews with independent owners/officers as well as drivers of small and large transportation companies. The revenue projection was analyzed and approved by a professional accountant with extensive experience in the transportation industry. Sales are expected to grow 15 - 20% annually, specifically resulting from the high demand for livestock transportation. ABC Trucking, Inc. will generate revenues at \$2.10 per mile.

OPERATIONS/MANAGEMENT PLAN

During the first year of operation, ABC Trucking, Inc. will purchase four company trucks and place them in service. As soon as the company service history is saturated with a loyal customer base, ABC Trucking, Inc. will purchase additional trucks and trailers for expansion. The owners will provide supervision and guidance for the staff. They will also retain responsibility for direct marketing, advertising, dispatching, technical and safety issues, as well as banking, accounting, insurance, legal, and other administrative functions.

SPACE REQUIREMENT

Company trucks will be parked (when not in use) on appropriately zoned land in a storage garage in Arizona. The storage garage is adjoined by a maintenance garage and contains additional space for freight storage.

INSURANCE

Insurance coverage for ABC Trucking, Inc. will be that of a Business Owners Policy, which includes a broad form of collision on all trucks. Coverage contains \$3,000,000 of liability.

SAFETY ISSUES

The safety issues will be considered as a base of all operations of ABC Trucking, Inc. Careful vehicle pre-trip inspections will be mandatory for all drivers. After-trip inspections will be conducted by certified mechanics, verified, documented and signed by supervisors. All company drivers will attend mandatory monthly safety instruction sessions. All company vehicles will be equipped with GPS units to allow electronic verification of entries made by drivers into their logbooks, which will be collected and kept on record. Fire extinguishers, flashlights, and First Aid kits will be mandatory for all company trucks. A zero-tolerance policy will be maintained by ABC Trucking, Inc. regarding alcohol and illegal drug use prior to or during a trip. All personnel of ABC Trucking, Inc. will be subject to mandatory random drug testing.

EXECUTIVE SUMMARY

ABC Trucking, Inc. is a Arizona based corporation that promptly and reliably transports agricultural products throughout the United States. ABC Trucking, Inc. transports all types of agricultural products, but is primarily concentrated on livestock transportation for small and large business operations.

Demand is high for transportation of general goods in today's market. By addressing these transportation needs, ABC Trucking, Inc. is providing a unique and profitable service. A broad, loyal customer base will be achieved by "going the extra mile," and protecting the customer's interests while maintaining a standard of excellence and professionalism.

ABC Trucking, Inc. is comprised of two controlling officers, four trucks and two subordinate drivers. The officers both have extensive experience in transportation, mechanics and inspections, customer service, and business operations. Through their experience and dedication, jobs will be created while offering a much needed service.

Most important to ABC Trucking, Inc. is the financial success that will be achieved through strict financial controls. The market and financial analyses indicate that with a start up expenditure of \$930,000, ABC Trucking, Inc. can generate over \$105,000 within its first year. At an annual growth rate of 15 - 20% net income will increase to over \$130,000 in the second year and over \$150,000 in just three years of operating.

ABC Trucking, Inc. will be purchasing all new trucks, which includes a sizable warranty that covers all repair expenses for the first four years of operations.

The mission of ABC Trucking, Inc. is to establish an efficient, prompt and reliable transportation company to transport agricultural products for large and small operations alike.

A summary of the first year of operations is illustrated on Page 41.

CASH REQUIRED FOR START UP

Purchase of 4 trucks and trailers	\$800,000
Operational costs for 30 days	\$105,000
Miscellaneous start-up costs	\$ 25,000
TOTAL START UP COST	\$930,000

ASSETS COMPILED - John Smith**A. PROPERTY ASSETS:**

RESIDENCE	\$ 40,000
SECOND HOME	\$
FURNISHINGS	\$ 35,000
JEWELRY	\$ 7,500
COLLECTIBLES/ART	\$ 5,500
AUTOMOBILES	\$ 10,400
OTHER ASSETS	\$
SUBTOTAL A	\$ 98,400

B. EQUITY ASSETS:

REAL ESTATE	\$ 19,000
STOCKS	\$
MUTUAL FUNDS	\$
VARIABLE ANNUITIES	\$
BUSINESS INTERESTS	\$
OTHER	\$
SUBTOTAL B	\$ 19,000

C. CASH RESERVE ASSETS:

CHECKING ACCOUNTS	\$ 150
SAVINGS ACCOUNTS	\$
CREDIT UNION ACCOUNTS	\$
CERTIFICATE OF DEPOSITS	\$
CASH ON HAND	\$ 50
OTHER	\$
SUBTOTAL C	\$ 200

D. FIXED ASSETS:

GOVERNMENT BONDS	\$
MUNICIPAL BONDS	\$
CORPORATE BONDS	\$
OTHER	\$
SUBTOTAL D	\$

E. TOTAL ASSETS

SUBTOTAL A	\$ 98,400
SUBTOTAL B	\$ 19,000
SUBTOTAL C	\$ 200
SUBTOTAL D	\$
TOTAL	\$ 117,600

ASSETS COMPILED - Tom Smith

A. PROPERTY ASSETS:	
RESIDENCE	\$ 60,000
SECOND HOME	\$ 217,000
FLORIDA HOME	\$ 13,000
BOAT	\$ 1,200
JEWELRY	\$
COLLECTIBLES/ART	\$
AUTOMOBILES	\$ 6,000
OTHER ASSETS	\$ 12,000
SUBTOTAL A	\$ 309,200
B. EQUITY ASSETS:	
REAL ESTATE	\$
STOCKS (401 K)	\$ 8,500
MUTUAL FUNDS	\$ 80,000
VARIABLE ANNUITIES	\$
BUSINESS INTERESTS	\$
OTHER	\$
SUBTOTAL B	\$ 85,000
C. CASH RESERVE ASSETS:	
CHECKING ACCOUNTS	\$ 8,000
SAVINGS ACCOUNTS	\$ 20,000
CREDIT UNION ACCOUNTS	\$ 5,000
CERTIFICATE OF DEPOSITS	\$
CASH ON HAND	\$ 5,000
OTHER	\$
SUBTOTAL C	\$ 38,000
D. FIXED ASSETS:	
GOVERNMENT BONDS	\$ 4,000
MUNICIPAL BONDS	\$
CORPORATE BONDS	\$
OTHER	\$
SUBTOTAL D	\$ 4,000
E. TOTAL ASSETS	
SUBTOTAL A	\$ 309,200
SUBTOTAL B	\$ 85,500
SUBTOTAL C	\$ 38,000
SUBTOTAL D	\$ 4,000
TOTAL	\$ 436,700

EXPENSES COMPILED - John Smith**A. FIXED EXPENSES:**

RENT/MORTGAGE	\$ 400.00
GROCERIES/FOOD	\$ 380.00
SCHOOL/EDUCATION	\$ 326.75
CAR INSURANCE	\$ 216.66
CAR MAINTENANCE	\$ 42.80
GASOLINE	\$ 120.00
CLEANING SUPPLIES	\$ 25.00
HOME MAINTENANCE	\$ 60.00
MEDICAL EXPENSES	\$ 220.00
DOCTOR/DENTIST	\$ 385.00
TELEPHONE	\$ 194.00
ELECTRICITY	\$ 100.00
GAS/HEATING	\$ 158.37
WATER	\$ 43.59
CLOTHING	\$ 50.00
OTHER	\$ 480.00
SUBTOTAL A	\$3,202.17

B. FEXIBLE EXPENSES:

NEWSPAPERS	\$ 8.00
EATING OUT	\$
MOVIES	\$ 40.00
HOBBY EXPENSES	\$ 15.00
SPORTS/RECREATION	\$ 45.00
OTHER	
SUBTOTAL B	\$ 108.00

C. PERIODIC EXPENSES:

VACATIONS/TRIPS	\$ 800.00
CHRISTMAS	\$ 350.00
BIRTHDAYS	\$ 200.00
ANNIVERSARIES	\$ 50.00
SUBTOTAL C	\$1,400.00

TOTAL EXPENSES A+B+C **\$ 4,710.17**

EXPENSES COMPILED - Tom Smith

A. FIXED EXPENSES:

RENT/MORTGAGE	\$	666.67
HOME INSURANCE	\$	59.00
GASOLINE	\$	100.00
YARD CARE	\$	100.00
REPAIRS	\$	125.00
HOUSEHOLD NECESSITIES	\$	400.00
ELECTRICITY	\$	125.00
TRASH PICK UP	\$	13.66
OTHER	\$	
SUBTOTAL A	\$	1,589.33

B. FEXIBLE EXPENSES:

EATING OUT
MOVIES
HOBBY EXPENSES
SPORTS/RECREATION
OTHER
SUBTOTAL B

C. PERIODIC EXPENSES:

SUMMER TAX	\$	651.00
WINTER TAX	\$	996.22
FALL CLEAN UP	\$	50.00
SPRING CLEAN UP	\$	50.00
SUBTOTAL C	\$	1,747.22

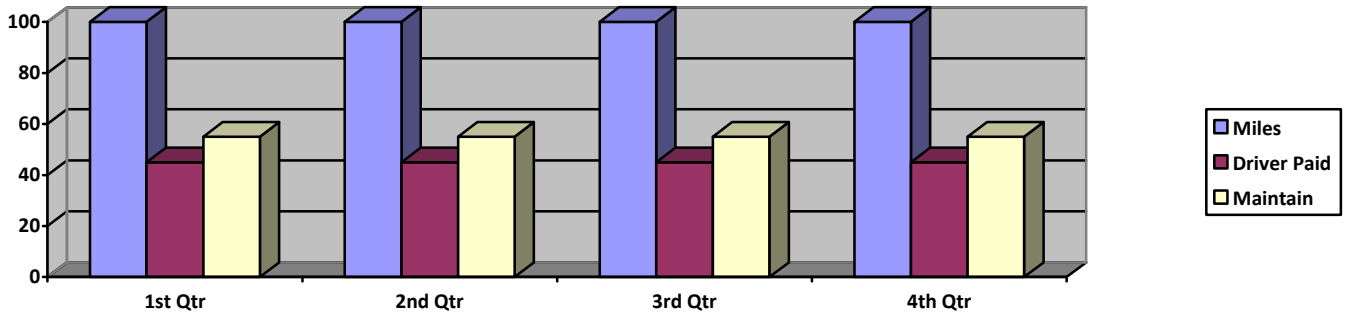
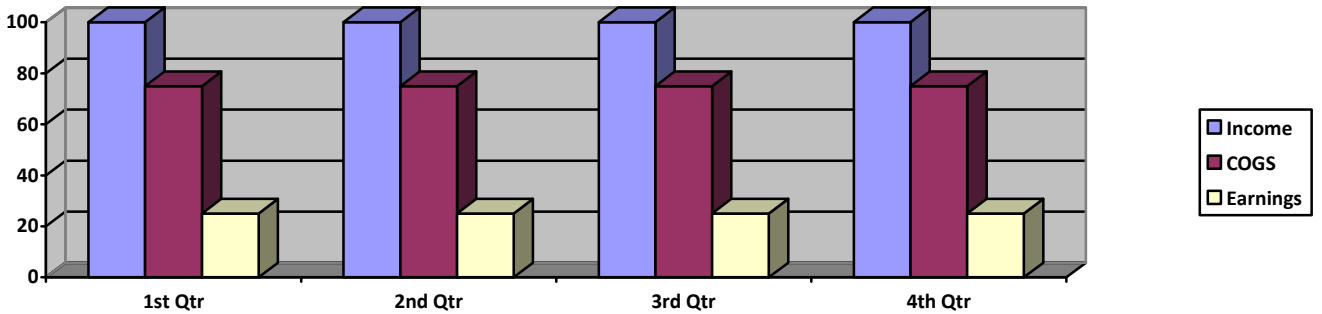
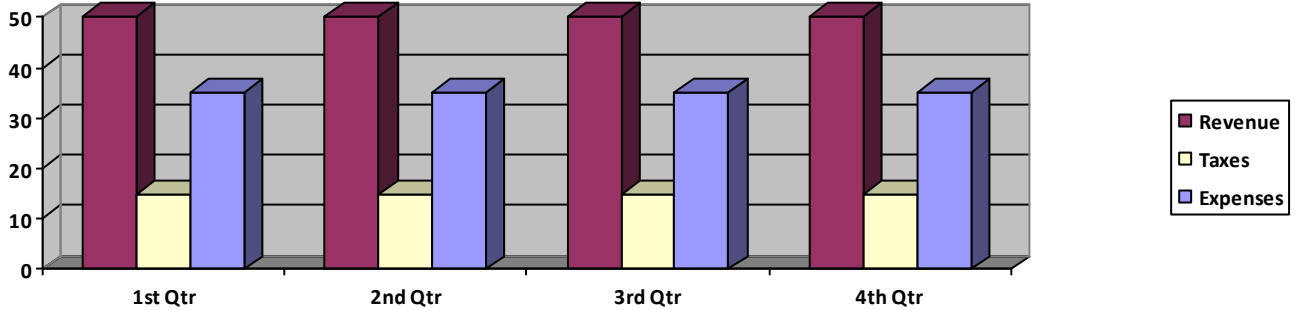
TOTAL EXPENSES A+B+C	\$	3,336.55
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ANALYSIS OF OPERATIONS FOR ONE YEAR

Financial Projection - Cash Accounting - 4 TRUCKS - O/Operator

<i>Cash Inflows 4 trucks/trailers per month</i>		<i>Annual</i>
4 Trucks:		
52,000 miles @ \$2.10/mile	\$109,200.00	\$1,310,400.00
TOTAL INFLOWS	\$109,200.00	\$1,310,400.00
<i>Cash Outflows 4 trucks/trailers per month</i>		<i>Annual</i>
10% reserve	\$ 10,920.00	\$ 131,040.00
Wages	28,392.00	340,704.00
Payroll Tax	2,839.00	34,068.00
Truck Insurance	2,912.00	34,944.00
Workers Comp	1,088.00	13,056.00
Fuel	35,476.81	425,721.72
Steer Tires	533.33	6,399.96
Drive Tires	711.11	8,533.32
Oil Changes	840.00	10,080.00
Livestock	25.00	300.00
Truck Washes	880.00	10,560.00
Trailer Washes	1,290.00	15,480.00
Rods-Mains	117.18	1,406.16
Permits	280.00	3,360.00
Meal Advances	3,440.00	41,280.00
Federal Excise Tax	180.00	2,160.00
Cell Phones	80.00	960.00
Plates	500.00	6,000.00
Log Sheets	25.41	305.00
Professional Service Fee	300.00	3,600.00
Monthly Truck Payments	9,288.00	111,456.00
TOTAL OUTFLOWS	100,117.84	1,201,414.08
NET CASH CHANGE	\$9,082.16	\$108,985.92

Truck Revenue for the first 12 Months



FINANCIAL PROJECTION - CASH ACCOUNTING - YEAR 1 BY MONTH

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL	
INCOME														
FourTrucks	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	\$ 1,310,400
GROSS SALES														
	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	109,200	\$ 1,310,400
Allowance for repairs	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	10,920	\$ 131,040
NET PROFIT	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	98,280	\$ 1,179,360
COST OF SERVICES														
Wages	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	28,392	\$ 340,704
Truck Insurance	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	2,912	\$ 34,944
Fuel	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	35,477	\$ 425,722
Steer Tires	533	533	533	533	533	533	533	533	533	533	533	533	533	\$ 6,400
Drive Tires	711	711	711	711	711	711	711	711	711	711	711	711	711	\$ 8,533
Oil Changes	840	840	840	840	840	840	840	840	840	840	840	840	840	\$ 10,080
Livestock	25	25	25	25	25	25	25	25	25	25	25	25	25	\$ 300
Truck Washes	880	880	880	880	880	880	880	880	880	880	880	880	880	\$ 10,560
Trailer Washes	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	1,290	\$ 15,480
Rods-Mains	117	117	117	117	117	117	117	117	117	117	117	117	117	\$ 1,406
Permits	280	280	280	280	280	280	280	280	280	280	280	280	280	\$ 3,360
Meal Advances	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	3,440	\$ 41,280
Cell Phones	80	80	80	80	80	80	80	80	80	80	80	80	80	\$ 960
Plates	500	500	500	500	500	500	500	500	500	500	500	500	500	\$ 6,000
Log Sheets	25	25	25	25	25	25	25	25	25	25	25	25	25	\$ 305
TOTAL COGS	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	75,502	\$ 906,024
GROSS PROFIT	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	\$ 273,336
GROSS INCOME	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	22,778	\$ 273,336
EXPENSES														
Workers Comp	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	1,088	\$ 13,056
Professional Service Fees	300	300	300	300	300	300	300	300	300	300	300	300	300	\$ 3,600
Truck Payment	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	9,288	\$ 111,456
TOTAL EXPENSES	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	10,676	\$ 128,112
INC BEFOR TAXES	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	12,102	\$ 145,224
Payroll Tax	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	2,839	\$ 34,068
Federal Exercise Tax	180	180	180	180	180	180	180	180	180	180	180	180	180	\$ 21,060
EARNINGS AFTER TAX	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	9,083	\$108,996
Total Miles Per Year (52,000 x 12) = 624,000														
Mileage paid \$2,10/mile = \$1,310,400														



TruckingSuccess.com

**7054 North 28th Drive
Phoenix, AZ 85051**

Tel. (602) 864-8056

support@truckingsuccess.com



***Information presented in this brochure is current at the time of printing.
Specifications subject to change.***

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