**General Freight Trucking Business Plan**

**Executive Summary**

Mike's Trucking Service is a Dallas, TX based trucking company that aims to be one of the largest trucking companies in the USA. Mike's is initially focusing on the food industry with plans to diversify with new industries served. Mike's has chosen the trucking industry as the growth prospects are encouraging and stable, with trucking dominating the freight industry in this country.

**Services**

Mike's will offer both for-hire trucking as well as private carriers. Most of their business will be derived from the private carriers. For the private carrier segment, both truck load (TL) and less than truck load (LTL) will be offered. Mike's services will be especially attractive to the food industry, as participants in that industry typically use referrals, reputation, and customer service as purchasing variables.

**Customer Segments**

Mike's will serve four different market segments. The first, as mentioned earlier is the food industry. This segment is growing at an annual rate of 3% with 3000 potential customers identified. The second segment is the computer industry with a 5 % growth rate and 1500 possible customers. The retail industry is the third with a 2% growth rate and 1500 customers. The last segment is a catch all "other" segment growing at 2% and 500 customers.

**Management**

Mike's Trucking is lead by Mike Smith, a 15 year industry veteran. After college Mike went to work for C&F trucking as a driver for two years. Mike felt that it was instrumental to have experience within an industry at all levels. It was quickly obvious that Mike has skills beyond driving trucks and moved into management for three years. After five years at C&F it was time for a change and Mike went to Yellow to manage their Southwest region operations. It was ten years of experience at Yellow that provided Mike with the skill sets, experience, and confidence to decide to open his own trucking company business.

**Marketing**

Mike's will employ three distinct marketing efforts to raise awareness about the company and generate new customers. The first strategy is the use of promotions. This will focus on press releases and advertising using various different media. The second effort will be the use of incentives. The incentives will be offered to existing customers. The last effort will be printed brochures. These will be distributed to new and existing customers.

Mike's Trucking Service is a customer-centric organization looking to become one of the premier trucking companies in the USA. Profitability is forecasted to occur at month three. Mike's has conservatively projected sales of $100,000 for year one and $400,000 for year three.

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**1.1 Mission**

The mission of Mike's Trucking is to be the leading trucking company servicing the United States.