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Managing Enterprise in the 21st Century

Business Plan

Transport

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Management structure and legal format:

This business will be an LTD (Limited Company) and I will have 4 employees to start with me the owner, two drivers and an accountant

Business Concept

Delivery service with updates on where the cargo/delivery is with deadlines management and non-affiliated with other companies.

Business Description

Transporting supplies for stores/companies from their suppliers to the retail shops of factories and from there we can transport good to retailers or warehouses that the company that I will be partnering or collaborating informs me of.

Product Description

I am providing a service which companies would purchase and it will help them develop and keep them.

Business Objectives (SMART Objectives)

Specific:

Earn 500k a year

Measurable:

I will track the income made each year to see how much closer we are to this goal and measure where we can improve to get the goal of achieving 500k.

Achievable:

This goal is achievable but with sacrifice and time because we will need to get in contact with companies that need transport services and I need to negotiate a good pay for our service which would benefit me and them.

Realistic:

This goal is realistic because it is possible but it's going to take a lot of time and negotiations.

Time base:

First, I will have to research different companies and what they want from a delivery service and that's going to take 6 months. Then I will have to get in contact with that business and negotiate terms and payments which is going to take another 9 months because of how busy business can be. First 5 years we will be in supervising situations where the business doesn't fully trust us

Short-Term Objectives (less than a year)

The short-term objective that I would choose for my business would be to make 200k in my first year so that I could pay the deposits for a new truck and the trucks cargo to continue expanding.

Long-Term Objectives (More than a year)

I would want to get in contact with a company that needs transporting of materials internationally so that I could form a connection and be able to make contact with big companies and make a deal with them to become their delivery company.

Market Analysis and Marketing Plan

Market Analysis (Competitors, Customers, Target Groups)

Describe your marketing approach

I would target the businesses that have a wide range of stores and have a big spending budget. I will look at their habits and how frequent they need stock so that I can plan who I would get in contact with. I would also look at their income such as who can confirm. Also, I will look at businesses that are in urban areas because business in that area require more supplies.

Instructions:

1. Market Segmentation

- **Define your target segments:**

My target segmentation would be demographic segmentation because transporting supplies is not cheap and if they don't have the necessary funds, I will not be able to transport because my revenue will be under the break-even which is bad for my business because I would be losing liquidity.

2. Targeting

- **Select your primary audience:**

The primary segment that I have decided to focus on is demographic because without fund from the businesses I won't be able to expand my business and export the goods/stock that they need.

3. Positioning

- **Define your unique value proposition:**

The things that would make my transporting business unique is that we will give constant updates of where the supplies are at, and we will have transport constant so that the delivery would be 24/7 with 3 drivers in each truck for constant deliveries and if something breaks down the delivery won't be stopped because we would keep a truck close as back up so that there is no major delay. I want my brand to be viewed as a reliable business that is fair with their employees.

4. Reaching Your Audience

- **Channels and Tactics:**

I will get in contact with businesses that are in my segmented market and make deals and contracts with them to become part of their transport supply group and as a result I will expand and develop which would make my services even better and wanted because of the service and benefits they get with us.

- **Promotion Strategy:**

The only promotion I will make is that if we have years of experience, I could push you in the line higher so that you don't have to wait for the supplies as long as others.

PESTEL Analysis

Some political factors that will affect my transporting business would be the trade policies/border regulations changing which can make things difficult to cross borders.

A major economic factor that is a problem for the transport industry is the rapid increase in inflation and as a result it affects the whole industry because we would have to invest more in fuel and wages which lowers my income and budget for expansion.

I will have a problem with economic factors because trucks emit a lot of carbon and now there is a tax for the amount of carbon your truck produces.

Legal: I will have to pay different taxes and follow different regulations depending on the country I enter with the trucks, and they also have different tariffs with different currencies which will make traveling in different countries troublesome because I will have to write a lot of documents of what the trucks are transporting and

SWOT Analysis

Strength:

A strength for my company would be that there is a constant demand for truck services because of the rise in population

Weakness:

My business requires a lot of starting funds and constant maintenance at the beginning which will put me in debt and cause me a lot of problems. Alongside that I am a new business, and the companies won't have much trust in new businesses.

Opportunity:

The opportunities for me doing a truck delivery service would be the high demand of online shopping which makes truck companies be wanted more to deliver from suppliers to storages/stores. If I use eco-friendly trucks I will be able to attract businesses which want to appear eco-friendly much easier.

Threat:

A huge threat would be the constant rise in fuel prices and inflation alongside the strict regulations of the UK and Europe which make it more difficult to transport goods from suppliers to their respected contractor because of all the papers that I will have to submit and give to the drivers.

Financial Plan

Total start-up costs

Truck purchase:	80k
Licence & permit:	5k
Insurance Deposit:	6k
Equipment:	5k
Total expensive:	96k

Fixed costs:

Truck loan	1500
Insurance	1200
Salary	3500
Permits & Licensing	300
Parking costs	200
Total Fixed Cost	6700

Variable costs:

Fuel	3000
Maintenance/Repairs	800
Tolls	200
Misc (Tyres, etc)	300
Total Variable Costs	4300

	Jan	Feb	Mar	Apr	May	Jun
Fuel	3000	3060	3121	3183	3247	3312
Maintenance/Repairs	800	816	832	848	865	883
Tolls	200	204	208	212	216	220
Misc (Tyres, etc)	300	306	312	318	324	331
Total Variable Costs	4300	4386	4473	4561	4652	4746

6 Months Forecast

	Jan	Feb	Mar	Apr	May	June
Fixed	6700	6700	6700	6700	6700	6700
Variable costs	4300	4386	4473	4561	4652	4746
Total Costs	11000	11086	11173	11263	11352	11446
Revenue	8000	9500	11000	12500	20000	40000

Profit/Loss	(3000)	(1586)	(173)	1235	8648	28554
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Start up cost will be 31,877.

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