

BUSINESS CASE	
Proposed Project	Freight Joint
Date Produced	22 September 2023
Background	In the freight and logistics industry, shippers are entities that need to send goods, and carriers are entities that own vehicles and transport goods. A load board is a marketplace where shippers post their loads, and carriers find and choose loads to transport.
Business Need/ Opportunity	Building a load board for this industry will result in more efficient approach to find work and also minimize the amount of carbon dioxide in the environment due to trucks idling while looking for work.
Options	Option 1: Sell the application/business to another party. Option 2: Run the application/business
Cost-Benefit Analysis	
<p>Option 1: An opportunity to sell this to another party where we have the say to who much profit we to need to generate and possibility of shares and bond.</p> <p>Option 2: Running the business will result in marketing overhead prices. The application needs to become popular in order to make profit. The calculation of the profit will be based on the little percent after each load/job completion.</p>	
Recommendation	
Option 2 is recommended due to the fact that it fulfills the need of both shippers and carriers. This will generate popularity, thus very big possibility for it to sky-rocket.	