

# **Tracking Management Business Plan**

## **Wisdom Drivers Tracking**

### **Executive Summary**

Wisdom Tracking is an agile business system can manage the tracking business. It is designed to support three fronts of tacking business namely, track driver, track business and load customers/clients. Wisdom Tracking Business is adaptable and therefore can be managed from a stationary office building, but also mobile to be managed from mobile devices. The business can be used for managing small businesses with one track system, to companies with large fleets

### **What associated Companies can do:**

The business system will support track drivers to manage and account every activity involved before, during, and after trips or business cycle. The business will also support the business owners to manage the business tracks and drivers. And finally, the business system will support clients with the load to be able to contract for load transportation services.

### **Customers (Also known as “Business”)**

The customers for this service will be independent, contracted and employed track drivers. The other group of customers will be track-owning businesses, big or small company. Finally, the clients and customers will be a target to use the Wisdom Tracking to contract for cargo transportation services.

### **Management**

Wisdom Tracking will be offered to customers on a subscription basis, where drivers, businesses, and clients will subscribe to use the services. Wisdom Tracking will provide technical training and support to subscribers of its services. The services will be offered in the level, Ivory which is small-scale level. Silver which is medium level and gold which is large scale services.

Divers will be able to accept or decline contract trips to move cargo from one place to another. During the trip, drivers will be able to record all activities involved in the trip, record all expenses involved during business hours or contract, and finally, the driver will be able to see all costs associated with trips and monthly entries and overall business performance.

Businesses operating cargo transportation services will be able to manage trackers, market and solicit contract to move cargo. The business will also be able to collect and store necessary business-related data, which could be analyzed for any insights.

Clients and customers will not have to pay for any services but will be able to create an account where they can contract for transportation services, and track the cargo movement to the time it is received.