

2022

Southeast Cartage Business Plan

TRANSPORTATION BUSINESS

SOUTHEAST CARTAGE | CLERMONT, FL

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1. Executive Summary

The primary purpose of the business plan is to obtain funding from potential investor in order to fund the business operations. This plan will also serve as a strategic document for achieving both the short-term and long-term goals of the company. In addition, this plan will expand our ideas and creativities to make this business a success and help manage the business in a more effective and efficient way.

Southeast Cartage is registered as a Limited Liability Company (LLC) with its office situated in Clermont, FL. We are a cartage business where I deliver expedited freight in the south east region of the country. We specialize in time-critical road haulage and provide solutions that guarantee efficient and the fastest possible delivery. Backed by our range of purpose-built trucks, we ensure that every cargo arrives in excellent condition. The company will build a reputation for providing on-time and accurate service.

We at Southeast Cartage recognize that there is an ever-increasing need to transport objects/goods from one location to another over short distances. Many trucking companies have sprung up as a result of the continuous growth of e-commerce companies and other businesses around the world. Furthermore, trucking is still the most common mode of Transport in the USA because it is clean, dependable, and cost-effective. In addition, for short-distance and long-distance loads, road transportation remains the best method. Loading and unloading goods/cargo is much easier than marine or railway transportation, which reduces handling time and allows goods to arrive at their destination quickly and safely.

With this understanding that there is a growing demand for transportation companies, especially trucking companies in the USA, it is without a doubt that any company that can meet this demand will generate tremendous income. For this reason, we are looking to start Southeast Cartage with the aim of providing excellent trucking and logistics service. We are set to achieve this by putting only trucks that are in top shape on the road and also ensure that all our drivers and materials handlers are trained to be extra careful, pay attention to details, be courteous, friendly, and ready to abide by the industry's rules and regulations.

At Southeast Cartage, we will go the extra mile to ensure the safety of goods under our care, and our customers get value for their money. Our goal is to provide the highest level of transportation services as well as safe and timely deliveries. We will ensure that we abide by the rules and regulations guiding the trucking industry. We will only hire experienced and qualified drivers with valid commercial driver's licenses to handle our trucks.

We strongly believe in the power of partnership. We strive to build long-lasting relationships with our customers to understand their goals and how our actions can help them succeed. We aim to become the leading logistics solutions provider for fortune 500 companies, large enterprises, and government agencies worldwide. We support our vision all the way through.

Keys to Success

Following are the keys to success:

- **Having a highly qualified team** – We have formulated a 5-star management team that includes highly qualified and experienced professionals who know the pain points of the market and understand the industry thoroughly. They will apply their knowledge, expertise, and business acumen to ensure the success of Southeast Cartage.
- **Having a loyal customer base** – A satisfied client base will encourage repeat customers, which will help minimize revenue fluctuations.

- **Having a good reputation** – Developing and maintaining a good reputation is vital for attracting new clients. Testimonials from our past/present clients and word-of-mouth marketing will be our strongest ally.
- **Repeat business** – Every customer who comes in once should want to return and recommend us. Word-of-mouth marketing will be a powerful ally for our business.
- **Superior Customer Service** – Customers' satisfaction may make or break a business, so a customer-first focus would be at the center of everything we do. We will always hire employees passionate about customer service as they will be our company's face.

2. Company Overview

Our Company

Southeast Cartage is a Limited Liability Company (LLC) situated in Clermont, FL and founded by Maurice Sanders. Southeast Cartage plans to expand services and maximize efficiency through the purchase of a 24 ft enclosed trailer which we can use for additional revenue or to customize into a mobile video Game Center. The company aims to gradually become a well-known trucking player by providing premium services to its clients. We can also buy, repair, and sell our future equipment for re-sale or leasing options.

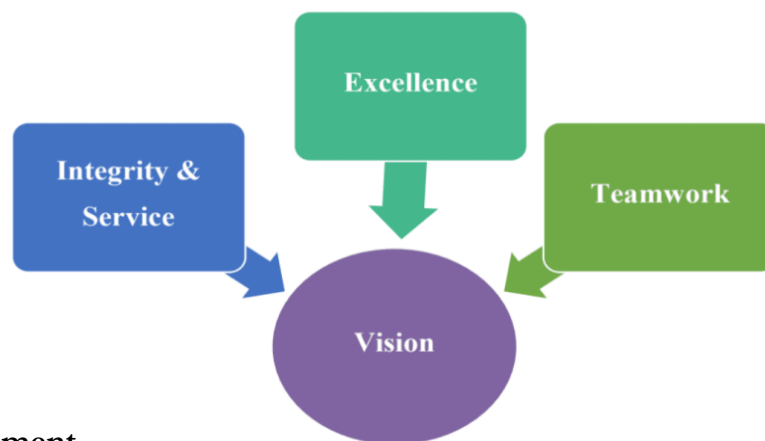
At Southeast Cartage, we recognize the importance of being versatile and sensitive in order to please our clients by providing them with exactly what they want, when they want it, and before the competition. Customer service, in our opinion, should be constructive, insightful, and goal-oriented. Southeast Cartage is dedicated to establishing a company based on integrity, courtesy, and dependability, and it illustrates this commitment by cultivating customer relationships in order to ensure consistent revenue from its services. The organization can recruit dependable staff, remain present, maintain a decent business credit rating, hold claims to a minimum, accomplish its goals quickly, and grow a strong reputation for quality in order to create a nationally recognized brand.

Our Team

Southeast Cartage is co-owned by Maurice Sanders who will be the CEO of the company. An experienced business development manager with over a decade of experience in the logistics industry. The owner will be responsible for the oversight and governance of day-to-day activities. Maurice is passionate and open-minded individuals supported by a team of credible and committed individuals who are prepared to harness all their strength, availability, and professionalism to catapult the business to a greater height.

Vision Statement

Our vision is to become one of the top options for individuals and businesses in USA when it comes to trucking and logistics services. Our vision reflects our values: integrity, service, excellence, and teamwork.



Mission Statement

Our mission is to deliver a fast, reliable, and secure service that contributes to the success of our customers. We are passionately customer-centric and remain committed to helping our clients.

Our Objectives

Following are the aims and objective of the company:

- Providing excellent services to both our existing and new customers.
- Maintain a steady growth in sales volume that will sustain the business long-term.
- Maintaining a competitive advantage over our rivals by providing excellent customer care.
- To build a good reputation and connections in the industry.
- Establish a minimum 99% client's satisfaction rate to establish long-term relationships with our clients and create word-of-mouth marketing.
- Contributing to socio-economic development by hiring more employees in the future.
- To achieve a consistently increasing marginal profit.
- Adhere compliance to the legal and regulatory operating environment

Core Values

At Southeast Cartage, we will uphold premium and distinct values such as:

- Effective Services
- Integrity
- Customer focused analysis
- Quality
- Affordability
- Client Relationship

Our Services

Southeast Cartage will be rendering freight carriage and transportation services for multiple individuals and corporate companies.

Our Goals

Sr No.	Goals
	Short Term (0-1 year)
1.	Developing a business plan
2	To hire key personnel/staff and utilize them in a productive manner.
3.	To establish our brand equity within the logistic industry.
	Long Term (2-5 Years)
4.	Achieving profitability and sustainable growth for the business.
5.	To maintain mission-driven core values.
6.	To own 100 trailers within 5 years of operations.

7. SWOT Analysis

We know that if a proper SWOT analysis is conducted for our business, we will be able to position our business to maximize our strength, leverage on opportunities that will be available to us, mitigate our risks, and be well-equipped to confront the threats. Similarly, we will be able to evaluate the strengths, weaknesses, opportunities, and threats in order to record different perceptions, abridge and integrate various types of resourceful information, match the resources, competencies, and capabilities of our business to the competitive environment, and provide the basis for strategic planning.

Strengths

- Having a team of highly qualified and experienced professionals with an excellent track record.
- Management's approach is based on innovation, growth and attainment of customer satisfaction.
- Strong relationship with clients and giving them priority.
- Premium quality service and on-time delivery.
- Good customer support service is one of the main strengths of the company.
- We know what the needs of our customers are, what they are missing from our competitors, and most importantly, we know how to meet these needs.
- Market presence and powerful marketing tools.
- Offering services at highly competitive prices.
- Have better understanding of the market demographics and our target market.

Weaknesses

- There is an inherent time lag when building goodwill and customer trust.
- Dependency on the availability of skilled resources.
- Growth may be slow due to the presence of giants in the market.
- Lack of funds for procuring the expected number of new trucks.
- High carbon emissions from vehicles, leading to environmental damage and possible legal sanctions.

Opportunities

- Through our focused marketing campaign, we will achieve our strategic goals and make strides towards gaining a fair share of new clients for our company.
- The company's management will work tirelessly to capture a strong and loyal customer base.
- Being a new entrant, there is an opportunity to run a profitable and successful business.
- Opportunity to implement strategies and build on the company's strengths.
- Opportunity to expand to other markets within the U.S.
- With the boom of E-commerce, the demand for trucking and logistics is likely to increase even more.
- Opportunity to expand to global markets.

Threats

- As the bargaining power of customers is high, therefore, client retention is very difficult.
 - Rival trucking companies contesting for load contracts.
 - Unpredictability and uncertainty of economic conditions due to COVID-19 pandemic.
 - Strict pandemic regulations may cause delays in load transportations.
 - Health risks for drivers, which may be minimized by the strict practice of regulation rules.
 - The rising cost of fuel, maintenance, and repair of trucks.
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