

**FREE VERSION OF GROWTHINK'S  
ULTIMATE TRUCKING BUSINESS PLAN  
TEMPLATE**

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Trucking Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growththink's Ultimate Trucking Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growththink's Ultimate Trucking Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growththink's Ultimate Trucking Business Plan Template, please go to <https://businessplantemplate.growthink.com/trucking/>**

# **I. Executive Summary**

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## **Key Questions to Answer:**

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

## ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

[Company Name], located at [insert location here] is a new trucking company focusing on providing transportation of goods across North America.

### **Products and Services**

[Company Name] will transport various goods throughout North America:

- Truckload (TL) freight
- Less-Than-Truckload (LTL) freight

We will transport goods, both in trucks dedicated to a single customer (TL), and in trucks that carry multiple, smaller orders. In addition, [Company Name] will provide customs brokerage, packing, and logistics services.

### **Customer Focus**

[Company Name] will primarily serve manufacturers and wholesalers in the United States. The demographics of these customers are as follows:

- 580,000 manufacturers
  - Concentrated mainly in California, Texas, the Midwest, and along the Eastern Seaboard
  - \$5.6 trillion annual revenue
  - Largest product segments are transportation and machinery; petroleum and chemicals; and food, beverage and tobacco
- 703,000 wholesalers
  - Concentrated mainly in California, Texas, Florida, and New York
  - \$8.5 trillion annual revenue

## **II. Company Overview**

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### ***Company Profile***

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

### ***Company Vision/Mission Statement***

- *What goals is your company trying to achieve?*

### ***Past Accomplishments***

- *What successes has your company already achieved?*

### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

[Company Name], located at [insert location here] is a trucking company focusing on providing transportation of goods across North America.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in trucking for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] was approached by several of his regular customers, individually, asking if they could count on him to transport more of their products. After several discussions with three of his best customers, [Founder's Name] clearly understood that a trucking business would enjoy significant success in his area.

Furthermore, the availability of seasoned truckers, as well as quality new CDL drivers in his area convinced him that it would work. Furthermore, after informal conversations with these drivers, this theory was proven.

## **III. Industry Analysis**

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### ***Market/Industry Overview***

- *In what market(s) do you compete?*

### ***Market/Industry Trends***

- *What are the key market trend(s) and how does that effect you?*

### ***Relevant Market Size***

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Long-Distance Freight Trucking in the U.S." by the American Trucking Association, the trucking industry's annual revenue is approximately \$220.9 billion, with an estimated gross profit of 7.7%.

According to a recent report by America's Independent Truckers' Association, the average annual revenue of trucking companies surveyed were \$376,703 while the median net income of owner-operators is \$50,000.

According to a recent analysis by Transport Topics:

- Technology - Trucks are now beginning to incorporate 'smart' technology to improve the functionality of the vehicle. The concept of 'tracking an order' is also something that has caused many trucking companies to have to set up technology that helps them keep track of the goods that are being carried.
- Hub location shifts - production operations have been moving to meet the demand for trucks that currently exist.
  - When it comes to Dry Vans, Texas, Illinois and Ohio stand as some of the locations that companies are likely to shift to.
  - For Reefers, California and Illinois are the preferred locations.
  - Flatbed vehicles are mainly being produced in the state of Texas and Pennsylvania

## **IV. Customer Analysis**

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### ***Customer Needs***

- *What are the key needs of your target customers?*

### ***Target Customer Profile***

- *Who are your target customers? Give a detailed demographic profile.*

### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

[Company Name] will serve manufacturers and wholesalers in [company location] and the surrounding areas.

The area we serve is a manufacturing hub, and will immediately attract a significant customer base.

## **V. Competitive Analysis**

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### ***Direct Competitors***

- *Who are your direct competitors? What are their strengths and weaknesses?*

### ***Indirect Competitors***

- *Who are your indirect competitors? What are their strengths and weaknesses?*

### ***Competitive Advantage***

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

The following trucking companies are located within a 50-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **Speedy Trucking Corporation**

Speedy Trucking provides truckload transportation services across North America fueled by a fleet of some 1,500 tractors, 3,000 trailers, 100 straight trucks, and 45 flatbeds. Auto OEMs in the US and Canada (Ford, GM, Honda, and Toyota) are among the company's major customers, as well as many Tier 1 auto suppliers. Speedy Trucking offers a slate of transportation and logistics services, from short- and long-haul to just-in-time, jointly with its affiliates. Speedy Trucking was founded in 1984.

Speedy Trucking Corporation is expected to continue to attract a large customer contingent, due to its sheer size and scope. [Company name] has the advantage of being a trusted carrier with ties to the local manufacturing sector.





## VI. Marketing Plan

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### **Branding**

- *What is your desired brand positioning?*

### **Promotions Plan**

- *How do you plan to promote your company's products and/or services?*

### **Sample from Growthink's Ultimate Trucking Business Plan Template:**

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

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### **The [Organization Name] Brand**

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The [Company Name] brand will focus on the Company's unique value proposition:

- Reliable service.
- Convenient, central location.
- Employing knowledgeable and experienced drivers and providing excellent customer service

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### **Promotions Strategy**

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[Company Name] expects its target market to be manufacturers and wholesalers in the region. The Company's promotions strategy to reach these customers includes:

**Direct Mail:** [Company Name] will target potential customers with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for customers to ship with us.

**Public Relations:** We will contact all local and area newspapers and television stations to tell them about the opening and unique value proposition of [Company Name].

**Advertising:** [Company Name] will initially advertise in regional trade publications in order to gain awareness.

## **VII. Operations Plan**

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### ***Key Operational Processes***

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

### ***Business Milestones***

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing loads

#### Logistics Functions

- Selecting routes
- Communications with clients

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.*

### ***Management Team Members***

- *Who are the key members of your management team?*

### ***Management Team Gaps***

- *Who do you still need to hire?*

### ***Sample from Growthink’s Ultimate Trucking Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in transportation for 20 years. While [Founder] has never run a trucking company himself, he has operated a rig for 20 years and has assisted with logistics throughout the region over the past 10 years. As such [Founder] has an in-depth knowledge of the trucking business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, logistics, etc.).

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to <https://businessplantemplate.growthink.com/Trucking/> for the paid template that automatically generates your 5-year financial projections**

### ***Funding Requirements/Use of Funds***

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

***Sample from Growthink's Ultimate Trucking Business Plan Template:***

### ***Revenue and Cost Drivers***

[Company Name]'s revenues will come primarily from the transport of Full Truck Loads.

The major costs for the company will be equipment costs and salaries of the staff. In the initial years, the company's marketing spend will be higher, as it establishes itself in the market.

### ***Capital Requirements and Use of Funds***

[Company Name] is currently seeking \$160,000 to launch. Specifically, these funds will be used as follows:

- Truck purchase: \$150,000
- Working capital and other startup expenses: \$10,000

## Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues/Donations</b>					
Individual Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Corporate Sales/Donations	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
<b>Total Revenues</b>	<b>\$200,000</b>	<b>\$300,000</b>	<b>\$400,000</b>	<b>\$500,000</b>	<b>\$600,000</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$0	\$0	\$0	\$0	\$0
Lease	\$40,000	\$41,000	\$42,025	\$43,076	\$44,153
Marketing	\$0	\$0	\$0	\$0	\$0
Salaries	\$136,390	\$189,030	\$208,406	\$218,826	\$229,767
Other	\$0	\$0	\$0	\$0	\$0
Initial expenditure	\$0	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$176,390</b>	<b>\$230,030</b>	<b>\$250,431</b>	<b>\$261,901</b>	<b>\$273,920</b>
<b>EBITDA</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Depreciation	\$0	\$0	\$0	\$0	\$0
<b>EBIT</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Interest	\$0	\$0	\$0	\$0	\$0
<b>PRETAX INCOME</b>	<b>\$23,610</b>	<b>\$69,970</b>	<b>\$149,569</b>	<b>\$238,099</b>	<b>\$326,080</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$38,125	\$55,455	\$149,569	\$238,099	\$326,080
Income Tax Expense	\$13,344	\$19,409	\$52,349	\$83,334	\$114,128
<b>NET INCOME</b>	<b>\$10,266</b>	<b>\$50,561</b>	<b>\$97,220</b>	<b>\$154,764</b>	<b>\$211,952</b>
Net Profit Margin (%)	5.1%	16.9%	24.3%	31.0%	35.3%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Trucking Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Trucking Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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