

Trucking Business Plan

Sample plan for Ironline Freight LLC (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Ironline Freight LLC is a new trucking business based in [City, State]. We will serve freight brokers and load boards and direct shippers such as manufacturers, offering dry van truckload, refrigerated freight and flatbed hauling. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$260,000, growing to \$374,000 by year three. Startup costs are estimated between \$57,000 and \$271,000. We are seeking \$164,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

Trucking plans live and die on cost per mile. Whether you are one owner-operator or building a small fleet, the plan should show your lanes, how you will find loads, your revenue per mile, fuel and maintenance costs, and the authority, insurance and compliance needed to operate.

Item	Details
Legal name	[Ironline Freight LLC LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

3. Products and Services

Offering	Description	Price	Cost to deliver
Dry van truckload	[Describe]	[\$]	[\$]
Refrigerated freight	[Describe]	[\$]	[\$]
Flatbed hauling	[Describe]	[\$]	[\$]
Dedicated regional routes	[Describe]	[\$]	[\$]
Expedited or hotshot delivery	[Describe]	[\$]	[\$]

Revenue streams:

- Linehaul rate per mile
- Fuel surcharges
- Accessorial fees such as detention and layovers

4. Market Analysis

Target customers:

- Freight brokers and load boards
- Direct shippers such as manufacturers
- Retail and grocery distributors
- Construction material suppliers

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Build relationships with a few good brokers
- Contact direct shippers in your lanes
- Get on carrier setup lists
- Keep a strong safety and on-time record

Channel	Monthly budget	Goal
Build ...	[\$]	[#]
Contact ...	[\$]	[#]
Get ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- USDOT number and MC operating authority [] obtained
- Commercial driver license [] obtained
- International Registration Plan and IFTA [] obtained
- BOC-3 filing and Unified Carrier Registration [] obtained
- Electronic logging device [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Revenue per mile	Rate paid on loaded and empty miles.	[Target]
Cost per mile	Fuel, maintenance, insurance, payment and driver pay.	[Target]
Deadhead percentage	Empty miles driven between loads.	[Target]
Truck utilization	Miles or days in service per month.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Fuel price volatility	[Your plan]
Rate drops in soft freight markets	[Your plan]
Breakdowns and repair bills	[Your plan]
Insurance and compliance costs	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Truck down payment or purchase	\$20,000	\$150,000	[\$]
Trailer	\$15,000	\$60,000	[\$]
Operating authority and registration	\$1,000	\$3,000	[\$]
Commercial truck insurance down payment	\$5,000	\$15,000	[\$]
ELD, permits and IFTA setup	\$1,000	\$3,000	[\$]
Working capital for fuel and repairs	\$15,000	\$40,000	[\$]
Total	\$57,000	\$271,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$260,000	\$325,000	\$374,000
Cost of sales	\$182,000	\$227,500	\$261,800
Gross profit	\$78,000	\$97,500	\$112,200
Operating expenses	\$74,100	\$81,510	\$88,031
Net income before tax	\$3,900	\$15,990	\$24,169

Example assumptions: 30% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$164,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Truck down payment or purchase	[\$]
Trailer	[\$]
Operating authority and registration	[\$]
Commercial truck insurance down payment	[\$]

ELD, permits and IFTA setup	[\$]
Working capital for fuel and repairs	[\$]

Appendix

Writing tips for a trucking plan:

- Show your cost per mile calculation line by line.
- List your target lanes and why.
- Explain how you will handle cash flow while waiting on payments, such as factoring.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.