



Growing Small Carrier Transportation Department Set-up

Company Profile: \$12 Million Regional Carrier

Challenge:

- To build a foundation for a successful LTL & TL hybrid carrier to expand operations and top line revenues regionally. Specifics included:
- Opening up a network of locations in other states as well as moving the corporate office out of state.
- Increasing top line revenues exponentially by securing new business accounts.
- Educate and train ownership on... a larger scale business model, multi-facility operations, pricing including bid proposals and national accounts, marketing plans, reducing fixed & variable cost, eliminating miles and improving overall net profitability.

Solution: **Implemented Shipmate Logistics Proprietary Improvement Plan**

Results:

- Inserted a fuel discount purchase program resulting in a 7%-12% fuel cost improvement.
- Added a toll discount program resulting in a 5% toll cost improvement.
- Secured a National Account via a bid and pricing proposal resulting in a projected top line revenue increase of 173%.
- Improved Operating Ratio by 25 points in the first two months.
- Assisted in the relocation of the corporate office to another state.
- Asked to become a member of the Company's Board of Advisors until relocation to another state was completed.