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Executive summary

N & E shipping will ship products for manufactures of all sorts including refrigeration trucks. These services will help manufactures receive goods in an expedient manner. With most company’s receiving goods late it imposes on production, retail merchandise, food, and a host of other things. N & E shipping will guarantee on time delivery with the presence of goods that are intact. N & E’s management team will be comprised of well-educated and experienced professionals. These individuals will include financial managers, marketing managers, training managers, human resource managers as well as mechanics to ensure a smooth-running business. While trucking / shipping is a competitive market the need for drivers and companies are always on the rise. In total about 51,000 drivers are needed. This kind or shortage is upsetting and is the cause for the delayed deliveries and price hikes. Financially with a trucking / shipping business there is a lot of money to be made. This can help the economy as well as prices for goods at a minimum by getting deliveries to their destination in a timely manner.

Company description

N & E is a shipping company that ships manufactured goods perishable and non-perishable to and from in an expedited manner.

“mission statement”

To provide quality services to our customers by delivering goods expediently so said business can reach its potential revenue.

N & E shipping will be a limited liability company. Being such will limit the company’s liability in quite a few areas. Forming this limited liability company and operating it properly can protect it from liabilities such as personal assets. While there are some disadvantages like high taxes and start up cost the advantages truly outweighs them. N & E’s target market will be a mix of the states surrounding Michigan. Ohio, Illinois, and Indiana N & E shipping plans are to attract customers by knowing the business, building partnerships, listening to the customer and understanding their needs, and by offering the following perks great pricing, on time deliveries, and professional drivers.

Marketing, guarantees, and promotions

Our business model will be “to guarantee quality as well as quantity to our customers this will help to ensure growth and revenue, so profits are made instead of losses.

N & E shipping will communicate verbally and in writing, we will focus on the customer, motivate, support, and support and satisfy its customer base will working together as team. We will promote a healthy relationship with our own employees to ensure their needs are met as well. By having a healthy workplace and a good environment will help us succeed at making sure we are meeting our customers’ expectations.

Industry and market analysis

According to truckinginfo.org the trucking industry employees 8.9 million truck drivers. Of this figure 60,000 in the ups and 9% are owner operators. An estimated 15.5 million trucks operate in the united states with 3 million tractor trailers.

Size of the trucking industry

1. 1.2 million companies are in the us.
2. 97% operate 20 or fewer trucks with 90% operating up to 6 trucks.
3. Over 400 billion miles are logged each year in the trucking industry.
4. The trucking industry is relied upon for 70% of all freight transported by truck in the us.
5. 671 billion worth of manufactured goods and retail goods are transported by truck in the U.S alone.
6. The number of large trucks registered in the U.S increased 3% in 2014 to nearly 11 million from the previous year.
7. Of the 6 million vehicle crashes that occurred in the U.S in 2014, 476,000 involved large trucks and buses- a 22% increase from the previous year.

Financial statistics

1. The trucking industry produces an annual 255.5 billion in total revenue.
2. The average operating ratio for trucking is estimated to be 95.2 cents leaving a profit of 4.8 cents every dollar

**3.** The average driver makes 30.3 cents per mile bringing an average income of $32,000 a year.  
**4.** An average 21.4 billion is produced annually and paid by the trucking industry.  
**5.** Operating costs average $1.73 per mile and $83.68 per hour.  
**6.** The trucking industry consumes 53.9 billion gallons of fuel for business.  
**7.** The transportation industry paid $37.4 billion in federal and state highway taxes.

Trucking Industry Job Growth

### Trucking Industry Revenue

Top industry goods transported by truck.

**1.** Agricultural Products 0 82.7%  
**2.** Dairy, Fruit, Vegetables, and Nuts – 92%  
**3.** Pharmaceutical Products – 65%  
**4.** Lumber and Wood Products – 91.9%

### Accident Statistics for Trucking Industry

**1.** An estimated 41,000 to 45,000 traffic deaths occur each year within the United States.  
**2.** Commercial trucks are involved in 2.4% of all car accidents.  
**3.** Trucks are three times less likely to be in an accident than a regular motor vehicle.  
**4.** One person is injured or killed in a truck accident every 16 minutes.  
**5.** An estimated 500,000 truck accidents occur each year.  
**6.** More than 75% of all truck driving accidents are due to the driver of the passenger vehicle.  
**7.** 16% of all trucking accidents are due to the truck driver.  
**8.** Nearly 5,000 people are killed in truck accidents each year. 98% of the time this results in the death of the other vehicle.

### Highest States of Truck Accidents

**1.** California  
**2.** Texas  
**3.** Florida  
**4.** Georgia  
**5.** Pennsylvania

### Truck Sales

192,000 trucks are sold in the United States each year.  
280,000 trailers are sold in the United States each year.

### Top 5 Road Call Statistics

A listing of the top 5 percentage of problems that occur on the road.

**1.** Tires – 51.3%  
**2.** Jump or Pull Start – 7.6%  
**3.** Air Line or Hose – 4.7%  
**4.** Alternator – 4.1%  
**5.** Wiring – 3.9%

### Top 5 Trucking Companies by Revenue

**1.** United Parcel Service – $21,339,874  
**2.** FedEx Ground – 3,912,000  
**3.** Schneider National – 2,905,000  
**4.** Roadway Express, Inc. – 2,844,214  
**5.** Yellow Transportation Inc. – 2,788,078

### **Naics code**

### **484110** - General Freight Trucking, Local

### Some key factors affecting and influencing the trucking industry.

This is the one that has the greatest impact on your organization. Truck can’t run without fuel. You have no control over what the price per barrel of oil will be, thus you’re at their mercy.

When prices are high you might have to pass that added cost on to your customers. If your company relies of the oil industry to operate and prices are low, you’ll run fewer trucks.

There are so many trucking companies in the USA that is can be overwhelming. Some work only in the local area while others are regional, still others run nationwide.

So, it can be hard to stay competitive, while contending with salaries and other cost (such as rising fuel, added governmental fees).

This is a hard one to narrow down. Now you might not think about it a lot until the bill comes in, but [truck maintenance cost](https://www.fueloyal.com/learn-all-about-truck-maintenance/) can cut into your company’s profits faster than kids can empty a candy dish!

These are quite simply the cost of doing business. Regardless the size and scope of your business ([small trucking company](https://www.fueloyal.com/small-trucking-companies/) or big trucking company) you will have to pay rent, utilities, equipment, office staff and [drivers salary](https://www.fueloyal.com/infographic-10-interesting-facts-truck-drivers-salary/), the above mentioned maintenance, insurances, marketing, legal, and all the other cost related to running a successful trucking operation.

Political -Government some will say they are there to help, others will say they just get in the way. And if you think about it, perhaps it’s a bit of both. The real issue comes when new influencers gain the seat of power.

Perhaps they will pursue a path of more regulation, or perhaps less. Either way expects change, and these will [impact the trucking industry, good or bad](https://www.fueloyal.com/good-bad-ugly-trucking-industry/).

Technological- Now this is another both good and bad scenario. Computers have made communications better and have made it easier to [track freight](https://www.fueloyal.com/real-time-fleet-tracking-learn-save-money/). GPS has greatly enhanced our ability to get from point A to B.

With this comes other issues, governmental regulators have increased their tools as well! Vehicles have electronic components that are costly to repair. Using [electronic logs](https://www.fueloyal.com/electronic-logs-11-secrets-to-stay-complaint/) and constantly upgrading systems can be costly as well.

However the benefit of being up to date and taking advantage of the latest [gadgets](https://www.fueloyal.com/5-reasons-to-have-electronic-gadgets-in-truck-cabin/) can greatly offset the short-term added cost.

Economical-There some issues that are just going to happen. Consumers might stop buying or drought might cripple a crop. Wars can limit imports from certain markets. Increased taxes might add costs to you bottom line.

Social factors-Social factors, how can that be an issue? Good question, simple answer; global warming for one. Regardless where you stand on it, the trucking industry is seen a contributing culprit.

As people demand cleaner means of getting goods and services delivered, so the trucking industry must comply. Another issue is buying trends. People buy more during a good economy, and less when it is bad.

Legal-This is the one that always gets people annoyed. Legal factors come in many shapes and sizes. You have the obvious federal, state, and local laws. You have both company’s and your client’s rules and regulations.

But you also have other liabilities. So not only must you comply with the government says, you must comply with industry standards, and within socially acceptable legal guidelines as well.

Let’s not forget, you need a crystal ball so that you see the near [future of trucking business](https://www.fueloyal.com/infographic-future-trucking-business/) and how new regulations will affect you.

Regulatory-There are too many government regulations and organizations to list, but to just name a few:

* [Department of Transportation (DOT)](https://www.transportation.gov/)
* [Federal Motor Carrier Safety Administration (FMCSA)](https://www.fmcsa.dot.gov/)
* [Occupational Safety and Health Administration (OSHA)](https://www.osha.gov/SLTC/trucking_industry/index.html)
* [Department of Labor (DOL)](https://www.dol.gov/whd/regs/compliance/whdfs19.htm)
* And to not forget the other federal, state, and local regulatory agencies.

### Michigan Demographics

Demographically, Michigan has some interesting numbers. In terms of the average age, Michiganders are an average of 39.5 as of 2019. In terms of gender, females make up just over half of the people living in Michigan at 50.8% while men make up 49.2%.

 the population of Illinois in the year 2019 in terms of estimated data = 12.7554 Million

**Ohio Population 2019 – 11.65236 Million (estimated)**