

EXECUTIVE SUMMARY

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Company Overview

ABC Freight Hauling Inc. is a premier transportation provider serving the tri-state area which encompasses Pennsylvania, New Jersey, and New York. Started in 2005 by Paul Lennon with just two tractor trailers the company has since grown to a fleet of 12 trucks and 18 employees including drivers and administrative staff. ABC Freight Hauling Inc.'s mission statement, which embodies the company's commitment to quality and dedicated service to its clients and excellence in the transportation industry states: "World class service, where and when you need it!"

Company Goals

Since ABC Freight Hauling Inc.'s start, the company has matured from a small single owner-operated business with 3 clients to a thriving mid-sized trucking business serving more than 20 clients. This growth has allowed ABC Freight Hauling Inc. to become a recognized competitor with other transportation companies in the industry

ABC Freight Hauling Inc.'s continued growth has placed the company in the desirable position to expand into territory which has been previously uncharted by the company. Markets that ABC Freight Hauling Inc. is seeking to expand business to include the entire eastern seaboard from Maine to Florida, with considerations for future growth west to the Mississippi river.

Such an expansion would offer many great opportunities, including:

- Customer recognition within our regional market
- Increased profitability with the addition of new clients
- Growth of fleet
- New career opportunities for job seekers and Internal career advancement
- Attract and retain new talent

Industry Problem

In recent years, there has been a shortage of well-trained truck drivers. This shortage has been exacerbated by a lack of affordable training programs. The high cost of regional truck driving schools has made finding qualified drivers extremely difficult as the cost of truck driver training programs typically cost students thousands of dollars. With so many companies competing for the same drivers from so small a pool of candidates, finding drivers to fill the positions necessary for ABC Freight Hauling Inc. to continue growing so that can expand beyond its current areas of operation has been challenging.

Proposed Solution

In order to attract new talent, ABC Freight Hauling Inc. has decided to implement a truck driver instruction course. The course will pair the student with an experienced company driver and will be free of charge to perspective employees and will take eight weeks to complete, at which time the new employee will be prepared for their career on the road with ABC Freight Hauling Inc. The projected start date of the program is April 1, 2022. This date allows our staff the necessary time to prepare while at the same time, recruit new drivers. Some advantages of developing a company sponsored training program are:

- Company operated driver training program
- Seasoned company drivers to take instructor roles
- No out-of-pocket expense to student drivers
- Students learn company expectations and standards from hands-on experience
- Start date: April 1, 2022

Concerns and Considerations

Training programs of this nature can be costly. To avert this cost, ABC Freight Hauling Inc.'s legal department has drafted a one-year employment contract that the candidate must sign prior to starting the program. All existing ABC Freight Haulers have expressed an interest in becoming instructors but wish to be compensated for their commitment to the company's driver training program.

- Signed contract ensures new employee retention for at least one year
- Instructors will receive a \$1500 quarterly bonus

Conclusion

As one of the region's leaders in freight transportation, we value our customers' high expectations. In order maintain our strong reputation for excellence and continue meeting our clients' growing shipping needs, ABC Freight Hauling Inc. must also continue growing. After much research and analysis, the most sensible solution to fill the new positions within the company is an in-house training program which benefits both current and prospective employees as well as ABC Freight Hauling Inc.