

COLD-CHAIN LOGISTICS • BUSINESS PLAN

Refrigerated Retail Trucking Company

Delivering temperature-sensitive retail, grocery, and medical goods safely and on time — building long-term partnerships through reliability and specialized service.

3

Refrigerated trucks at launch

East Coast

Initial service region

\$728K

Startup investment



The Business at a Glance

OUR MISSION



To deliver retail and temperature-sensitive goods safely and on time, building long-term relationships through reliability and high-quality service.

WHAT WE DELIVER

- Fresh produce & frozen grocery freight
- Pharmaceutical & medical cold-chain loads
- Distribution-center & store deliveries
- Dedicated routes & expedited shipments



Modern Fleet

Refrigerated trucks with advanced temperature monitoring and live GPS tracking.



East Coast Focus

Regional routes for fast turnarounds, lower fuel cost, and tight delivery windows.



Broker → Direct

Start with freight brokers to build reputation, then secure direct retail contracts.



LLC Structure

Limited Liability Company — asset protection, flexibility, and room to scale.

MARKET OPPORTUNITY

A Growing, High-Demand Industry

Cold-chain logistics is one of the fastest-growing segments in transportation. Grocery stores, food suppliers, and pharmaceutical companies depend on reliable refrigerated delivery every single day — and the East Coast is a dense, high-traffic logistics corridor.



Constant retail restocking

Stores require daily deliveries — steady, recurring demand.



Essential, recession-resistant goods

Food and medical supplies people rely on every day.



DMV transportation hub

Proximity to distribution centers and major retail markets.

WHY THE TIMING WORKS

\$3,000–\$3,500

Average revenue per refrigerated load — higher than standard dry freight

Up to 50%

Potential growth available through government & institutional contracts

24/7

Demand cycle from grocery, e-commerce, and pharmaceutical supply chains

Who We Serve

Customer segments defined by geography, operational needs, and service expectations — each with a tailored pricing and service approach.



Retail Chain Operators

Consistent DC-to-store deliveries on tight schedules; value reliability and long-term partnerships.



Distribution Centers

Coordinate warehouse-to-store shipments; prioritize speed, efficiency, and minimal delays.



Perishable Suppliers

Food producers needing temperature-controlled transit to protect product quality.



Medical & Pharma

Strict temperature control and compliance; willing to pay premium rates for precision.



Freight Brokers

Key early partners — flexible load acceptance builds reputation and consistent work.



Local & Regional Biz

Short-distance refrigerated transport; value affordability and responsiveness.

SWOT Analysis



STRENGTHS

- Specialized refrigerated niche & expertise
- Higher revenue per load than dry freight
- Small-fleet flexibility & fast customer response
- Real-time GPS tracking and reliable reefer units



WEAKNESSES

- High startup, insurance & fuel costs
- Small initial fleet limits capacity
- New brand — limited recognition & contracts
- Cash-flow strain from delayed broker payments



OPPORTUNITIES

- Growing cold-chain & pharma logistics demand
- E-commerce & grocery delivery expansion
- Direct retail contracts & warehouse partnerships
- Fleet & geographic expansion beyond East Coast

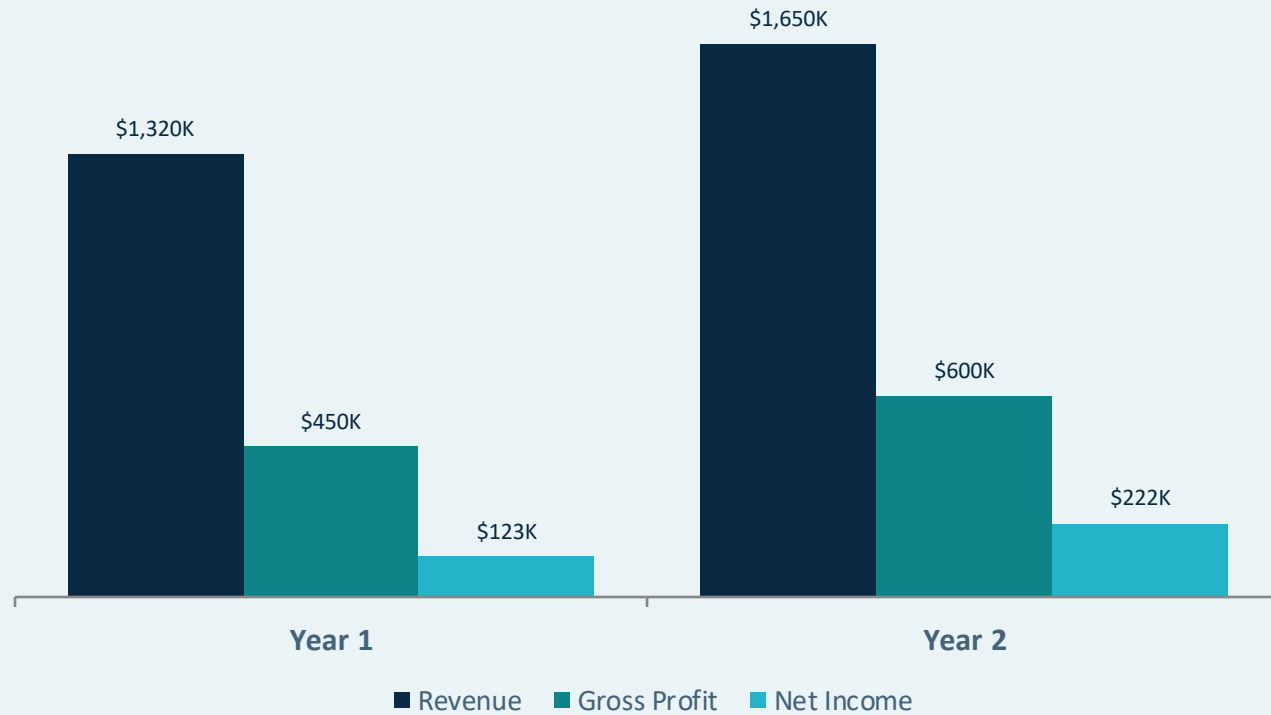


THREATS

- Large competitors (e.g., J.B. Hunt, Schneider)
- Fuel price volatility & driver shortages
- Reefer failure & cargo spoilage risk
- Strict, shifting regulations & weather delays

Revenue & Profit Growth

Pro Forma Income — Year 1 vs Year 2



\$1.32M

Year 1 projected revenue

\$1.65M

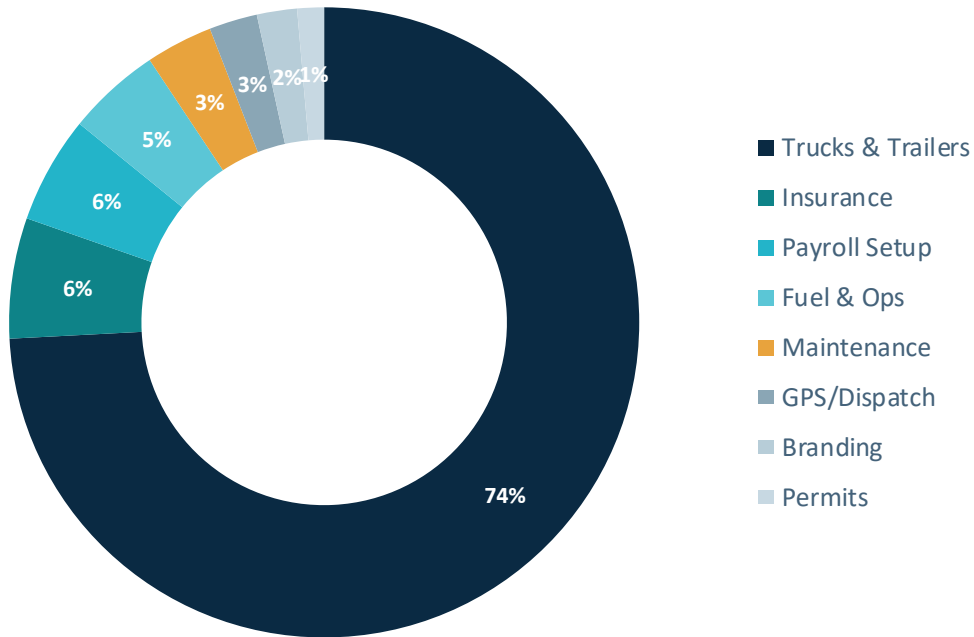
Year 2 projected revenue (+25%)

\$222K

Year 2 net income — up 80% as fixed costs scale down

Startup Costs & Funding

Where the \$728K Goes



\$728,000

Total estimated startup capital

FUNDING SOURCES

Owner investment & savings

~\$250K

Financing

~\$478K



3 reefer trucks + trailers \$160K–\$190K each — the company's core operating assets.



Reserve capital Fuel, maintenance & insurance reserves buffer early-stage surprises.

Break-Even Analysis

\$30,000

Fixed monthly cost

\$1,000

Margin per load

\$3,000 revenue – \$2,000 variable cost

THE FORMULA

Fixed Cost

÷ Margin per Load

\$30,000

÷ \$1,000

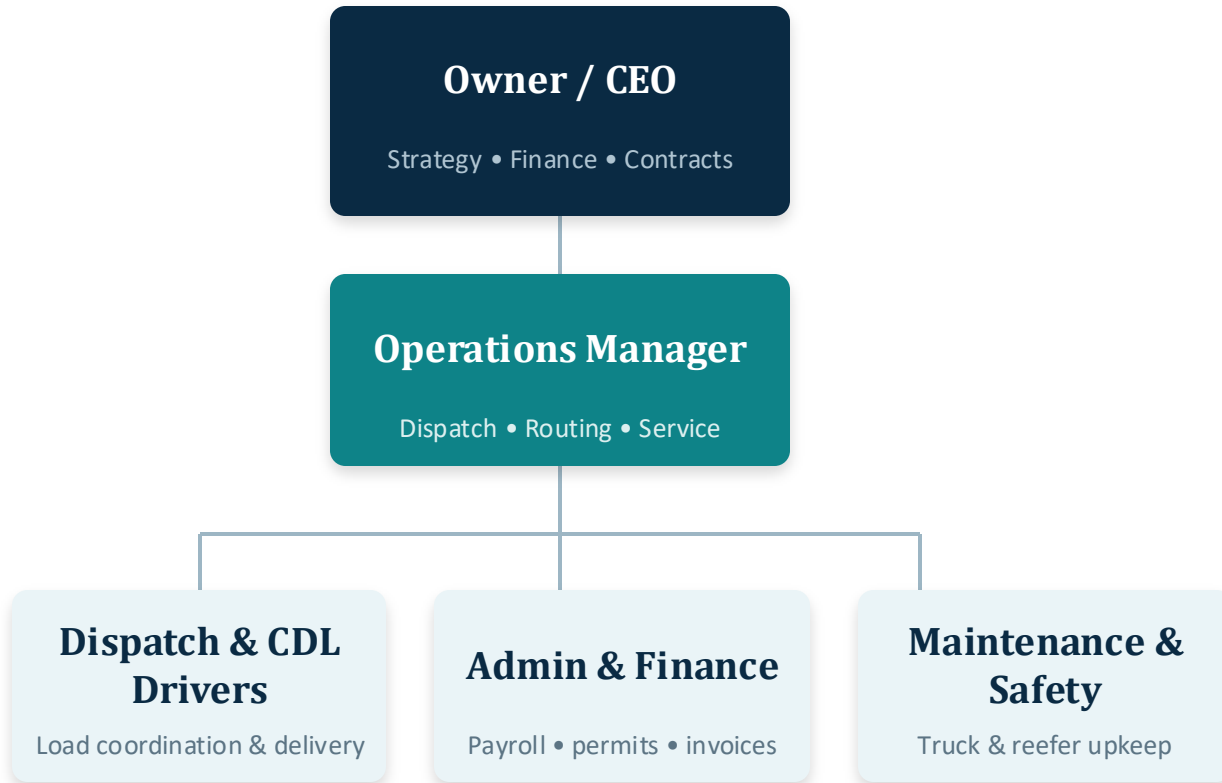
= 30 loads



30 loads

needed each month to break even before generating profit.

Team & Organizational Structure



How We Build the Workforce



Hire for safety & reliability

Valid CDLs, clean records, background checks & drug testing.



Train continuously

Defensive driving, reefer systems, compliance & dispatch tech.



Motivate & retain

Safety bonuses, recognition, benefits & flexible scheduling.



Culture & well-being

Professionalism, teamwork, mental-health support & DEI.



Growth Roadmap & Vision



SHORT TERM

Launch & Establish

- Start with 3 trucks + drivers
- Secure broker contracts
- Push the new brand & build trust



MID TERM

Build Reputation

- Strengthen retail relationships
- Win direct major-retailer contracts
- Grow brand as a trusted carrier



LONG TERM

Scale Nationwide

- Expand fleet & driver team
- Dedicated yard, office & service hub
- Extend routes beyond the East Coast



Reliable, temperature-controlled, on-time delivery — the value larger carriers can't consistently match.