

Freight Brokerage Business Plan

1. Executive Summary

Business Name: _____

Location: _____

Service Area: Regional / National

Business Type: Freight Brokerage

Mission Statement

To provide reliable, cost-effective freight brokerage services by connecting shippers with vetted carriers while delivering transparency, speed, and exceptional customer service.

Services Overview

The company will operate as a licensed freight broker, arranging transportation of goods for shippers by contracting with qualified motor carriers.

Target Market

- Small to mid-sized manufacturers
- Distributors and wholesalers
- E-commerce and retail businesses

Competitive Advantage

- Fast response times
- Personalized service
- Strong carrier relationships
- Niche lane and freight specialization

Financial Goals

- Year 1 Revenue Goal: \$ _____
- Average Margin per Load: \$ _____
- Monthly Load Target: _____

2. Company Overview

Legal Structure

Limited Liability Company (LLC)

Ownership & Management

Owned and operated by _____, responsible for sales, carrier relations, and daily operations.

Business Start Date

Office Setup

Home-based office with cloud-based systems and remote communication tools.

Core Services

- Freight matching
 - Rate negotiation
 - Carrier sourcing and vetting
 - Shipment tracking
 - Billing and documentation
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3. Industry & Market Analysis

Industry Overview

The U.S. freight brokerage industry plays a critical role in domestic transportation, connecting shippers with carriers in a highly fragmented market. Demand is driven by manufacturing, retail, and e-commerce activity.

Target Market

The business will focus on shippers requiring consistent, reliable freight movement within designated lanes and regions.

Competitive Landscape

- Large national brokerages
- Small independent brokers

Opportunity: Many shippers prefer smaller brokers that provide direct communication, faster service, and flexibility.

4. Services Offered

- Dry Van / Reefer / Flatbed (circle or specify)
- Full Truckload (FTL)
- Less-Than-Truckload (LTL) coordination

Carrier Vetting Process

- FMCSA authority verification
- Insurance validation
- Safety rating review

Load Tracking & Support

- Real-time shipment updates
- Proactive issue resolution
- Dedicated shipper communication

5. Sales & Marketing Strategy

Customer Acquisition

- Direct outreach to shippers (email & phone)
- Industry networking
- Online presence (website, LinkedIn)
- Referrals from carriers and customers

Pricing Strategy

Revenue will be generated through margins between shipper rates and carrier costs, targeting competitive but sustainable pricing.

Branding

Professional branding, consistent communication, and a reputation for reliability will be core to customer retention.

6. Operations Plan

Daily Workflow

1. Secure shipper loads
2. Source and book carriers
3. Confirm rates and documentation
4. Track shipments
5. Invoice shipper and pay carrier

Technology & Tools

- Transportation Management System (TMS)
- Load boards
- Accounting software
- Email and phone systems

Compliance & Legal

- FMCSA Broker Authority
 - \$75,000 Surety Bond (BMC-84)
 - Carrier agreements and shipper contracts
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7. Management & Organization

Owner Responsibilities

- Sales and customer relationships
- Carrier management
- Financial oversight
- Compliance and documentation

Future Hiring

- Independent agents
 - Dispatch or operations support as volume grows
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8. Financial Plan

Startup Costs

- FMCSA registration
- Surety bond

- Insurance
- Software subscriptions
- Marketing and branding

Estimated Startup Cost: \$ _____

Revenue Model

- Average profit per load: \$ _____
- Monthly loads: _____
- Monthly gross profit: \$ _____

Financial Projections

- Break-even expected within _____ months
 - Steady cash flow through recurring shipper contracts
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9. Risk Analysis

Key Risks

- Freight market fluctuations
- Carrier capacity shortages
- Payment delays

Mitigation Strategies

- Diversified customer base
 - Strong carrier relationships
 - Clear payment terms
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10. Growth Strategy

- Expand into additional freight lanes
- Add specialized freight services
- Recruit independent agents
- Increase recurring shipper contracts

Long-Term Vision

Build a scalable, reputable freight brokerage with consistent profitability and potential for expansion or acquisition.

11. Appendix

- FMCSA Authority
 - Surety Bond
 - Sample Contracts
 - Financial Worksheets
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