

Running Head: ASSIGNMENT

Business Plan of One track couriers

Name of the Student

Date

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Introduction

One Track Couriers (OTC) has a strong market position in terms of reliability and value and has built a strong reputation over the past 12 years. The company has limited delivery to its geographical locations, which are limited to the capital area of Sydney (Ferrerias-Garcia, Hernández-Lara and Serradell-López, 2021). As a result, the company is on track to make progress in delivering goods to the NSW area despite a 5% increase in annual sales and profits.

Overview of the Report

One Track Couriers is a transport company operating in New South Wales for 15 years. The company distributes medium-sized and large parcels primarily in the capital area of Sydney. The main points and outlines of the plan are as follows. The strategy aims to grow and increase operating profit over the next 3 years by expanding supply routes, including to NSW (Wieland and Fill, 2020).

Background of the Company

The owners of One Track Couriers did not want to take any risks and admit that the continued success of the company is the result of a small experienced team and their personal relationship with customers (Holdford, Pontinha and Wagner, 2021). Their service has proven to be reliable and affordable. The company's vision is to maintain these advantages as the company grows. The strategy and action plan are based on external market research showing a shortage of service providers serving regional towns in New South Wales.

Business Plan

Different Types of Businesses

Sole Proprietorship

The simplest and most common form of corporate ownership, self-employment, is self-employment (Wales et al., 019). The existence of a company is entirely in the hands of the owner, so if the owner dies, so does the company.

Partnership

There are two types: general and limited. In general cooperation, both owners invest their money, assets, work, etc. Companies, both parties are 100% responsible for the company's debts. The co-operation can be verbal or even indirect between two business owners (Prathap and Sudheer, 2021). A limited liability company requires a formal agreement between companies. Limited partnership enables partners to limit their trade liabilities to shares in ownership or investment.

Corporation

For tax purposes, a company is a special party and is considered a legal entity. This means, among other things, that corporate profits are taxed as "personal income" (Ungerer, Baltes and König, 2021).

Limited Liability Company (LLC)

As a corporation, LLC offers its owners limited liability while providing some of the benefits of a partnership (Ungerer, Baltes and König, 2021). In principle, LLCs combine the benefits of partnership with companies, while reducing some of their disadvantages.

Business Structure

The company consists of three different people who sit on the board and approve business decisions. The organisation includes the following employees:

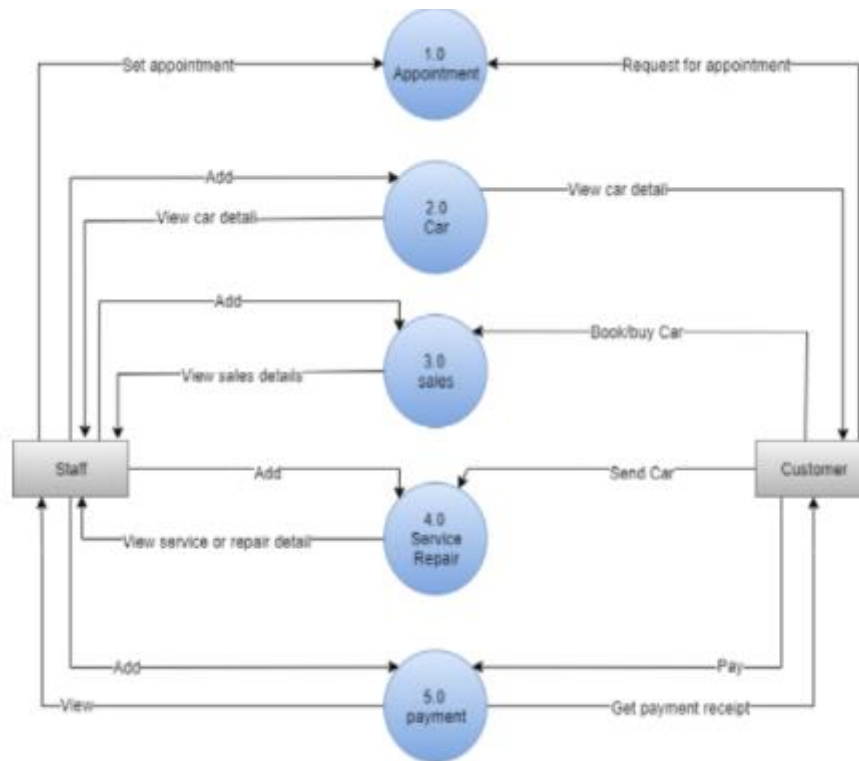


Figure 1 Business structure

Source: (Zaidi, 2020)

The company is a family business with three family members who sit on the board and approve all business decisions. The company communicates with headquarters staff via email and with drivers through a monthly printed newsletter. The rules and procedures are in the staff handbook stored on each truck. The truck is equipped with a GPS system that helps the driver navigate to all loading and unloading locations (Ferrerias-Garcia, Hernández-Lara and Serradell-López, 2021). They are also equipped with a handheld computer that gives drivers information about each shipment and records the start and end of work. Data from this device is sent to the head office for a performance report.

Macro Environment

Pestle analysis

Political Factors

Important political factors are international and domestic politics, as well as legal issues in the express delivery industry (Zaidi, 2020). There are other factors, including rules and regulations for messaging set in Australia and the region. OTC has been one of the largest messaging service providers and has a direct impact on politics in Australia and around the world. Political factors also have a direct bearing on how OTC companies formulate their own rules and policies (Wieland and Fill, 2020). Overall, the bidding policy is largely determined by politics and has often influenced the company. If there were any political barriers in Australia, it would certainly threaten companies like OTC.

Economic Factors

From an economic point of view, the Courier Company, like the OTC, is considered one of the best in Australia. Customers are very happy with this particular area. OTC employees receive much higher salaries than other competing companies. The profits of the tourism industry are enough to maintain its good position vis-à-vis competitors. To ensure a secure future, OTC trades need to improve their marketing strategies and it is important to promote the company globally (Massyn, 2021). These moves show their competitors what they can do. In addition, general economic weakness has had a major impact on the Australian postal system, as well as bidders.

Social Factors

OTC has unique features that play an important role in increasing the visibility of an organisation among repeat customers. The quality that the OTC team maintains means that Australians are bound by free mail but no other courier. OTC's innovation culture has always attracted customers (Conrad, Chan and Miller, 2019). The company has always taken into account and respected the social values and standards of people of all walks of life who make this possible. Because these factors directly affect the business performance plan. OTC total funding is enough to give the country a solid reputation in the express delivery industry and internationally, thus giving an advantage to the tourism industry.

Technological Factors

It is constantly adapting to new technological developments in its OTC space. OTC provides the best customer service with the latest technology. This has always been the key to business success. OTC has the latest and greatest technology to manage all services. Customers have been very happy and satisfied with the service (Ferrerias-Garcia, Hernández-Lara and Serradell-López, 2021). Therefore, technical factors are key factors in deciding OTC policy.

Legal Factors

The OTC fully complies with certain laws and regulations of the Australian Government (Holdford, Pontinha and Wagner, 2021). Denying these factors and their effects can be fatal. OTC must respect and abide by the rules and regulations set by governments and other OTC countries.

Environmental Factors

The main environmental issue is the efficient use of resources. Environmental protection must remain a key task for OTC companies in the face of global challenges related

to the Earth's environment. In order to maintain its position in the market, it is important for business decision makers to develop sophisticated strategies to be competitive. OTCs must always abide by Australian rules and regulations and the domains directly or indirectly involved in the entire messaging process (Wales et al., 2019).

Micro Environment

Porters five forces

Bargaining power of customers

Buyers with strong contract strength can have a significant impact on the profitability of suppliers in the market by placing unfavourable terms on price, quality or service. Therefore, customer choice often becomes a crucial factor for companies to avoid situations that are highly dependent on customers (Ferreras-Garcia, Hernández-Lara and Serradell-López, 2021). Consumer interest and focus on the product strengthens them more and less.

Threat of new entrants

In the case of Australia, it is in the interests of employers to create barriers for new entrants to prevent them from entering the industry (Prathap and Sudheer, 2021). In addition, the size and reputation of listed companies also play a role. In addition, market access costs, access to raw materials, cultural barriers and technical standards play an important role in influencing new entrants' decisions.

Bargaining power of suppliers

The many conditions set by tenderers often involve higher prices than reducing quality and quantity. The supplier has strong contract strength in the market if: It is more concentrated than the industry in which it sells. Industry actors are less dependent on industry profits if they are forced to invest heavily in switching suppliers or if companies are located close to suppliers' production facilities (Ungerer, Baltes and König, 2021).

Threat of substitute products

In Australia, relatively cost-effective options are available in the market. Such products are available thanks to technological and innovative developments. It replaces products that are manufactured by companies that are already on the market and use the same technology for products from other companies that are relatively cheap and high quality and come from lucrative industries (Massyn, 2021).

Competitive rivalry

Competition is the analysis of brands and products, their strengths and weaknesses, as well as policies, competitors and market share. Competition in Australia is based on diversity, industrial development and barriers to entry (Casteleyn, De Bruyne and Eeckhout, 2020).

Impacts on the Business

According to sources, the main problem is related to the strategic goals of the organisation. Unless employees feel secure and motivated in the workplace, they will not be able to perform well to ensure the best possible results for the company. Expected results are not achieved according to the expected structure. Branch managers believe that the installation of PDAs on trucks shows that the agency does not trust them (Casteleyn, De Bruyne and Eeckhout, 2020). This is the main reason why organisations are reluctant to install equipment.

They are strongly opposed to this system and do not want to fall under it. The company also changed its driver policy from one driver per truck to two. Negative effects on drivers lead to deteriorating working conditions. The agency plans to change the system to improve management performance (Casteleyn, De Bruyne and Eeckhout, 2020). Due to the slow distribution process of the distribution system, the organisation decided to set up a handheld computer that would reduce the workload and deliver the product in a short time.

However, drivers are not good at these processes as they think the automatic door and CPC system will affect delivery as manual loading and unloading services are included.

The organisation intends to change the monitoring process by designing appropriate GPS systems and internal portable devices. The staff, especially the drivers, were against the service and did not want to be served (Wales et al., 2019). This leads to a lack of motivation for employees who feel powerless to share their views on policy implementation (Prathap and Sudheer, 2021). There is no management, supervision or work that can make employees work hard.

Conclusion

Overall, the expansion of One Track Couriers looks promising, even with the risk of losing drivers. Based on forecasts for sales and profit for the year, the company's growth is much greater than it is now. Therefore, One Track Couriers is advised to follow the policy proposed to retain existing customers so as not to lose them to competitors.

Recommendations

The case studies do more than make suggestions about the issues at hand. It is also necessary to explain how proposals will be implemented. This is demonstrated by the appropriate work organisation. Detailed lines of use help to distinguish between average and above-average responses. A good operating framework shows what is planned and how the agency's resources are used to achieve the goals. It also describes the necessary changes and process assumptions. The One Track courier service is expected to improve the efficiency of value-adding activities in the value chain.

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