Delivery Service Business Plan

A free template from Routific. Our delivery management software is free to try for 7 days — no credit card needed!

Want some guidance on how to fill this out? Check out the accompanying article: Delivery Service Business Plan: Guide and FREE Template

1. Executive summary

A high-level introduction to your business. Aim for one or two pages, and make it as positive and engaging as possible.

By the end of this section, your reader should be thinking “Wow, this is a great business!”

Briefly describe:

- What the business will do
- Where it will operate
- Customers and pricing
- Competitors
- Ownership structure
- Key team members, their experience and qualifications
- Staffing needs
- What equipment and facilities will be needed

Finally, include the highlights of your financial projections. What are your operating margins and tentative profitability?

2. Company overview

Use this section to offer more details about your delivery service. What will you deliver, and how?

Include:

- Why you are starting the business
- Important milestones you have already achieved (for example, signing up a first customer)
- The legal structure of your business
- A mission statement

3. Industry analysis

This section shows you've done your homework! Use all the facts and figures you can find to demonstrate that the delivery industry is worth getting into.

For example:

- The courier services market in the United States is projected to grow at a compound annual growth rate of 5.7% between 2022 and 2031.
- There are currently over 250,000 courier and local delivery companies.

Some good starting points for research:

- IBISWorld
- The Small Business Administration (SBA) or your local equivalent.
- Don't forget your local library! A librarian will be able to help you with access to reports and online databases.

Include information on:

- Market conditions
- Main competitors
- Key suppliers
- Current trends

4. Customer and market analysis

Who is your primary customer? Are they individuals or businesses?

You may want to mention age, gender, geographic location, income levels, needs, or other demographic information.

5. Competitive analysis

How will your business be different from the competition? Use data to back up your claims.

Identify weaknesses, strengths, pricing differences, and the target market of competitors as well.

6. Marketing strategy

Cover the 4 Ps:

- **Product:** Provide more details about the products and/or services you will offer. Mention details like whether you'll offer late night delivery or fragile package options.
- **Price:** What is your pricing structure and how does it compare to competitors?
- **Place:** Where will you deliver?
- **Promotions:** How will you attract customers?

6. Operating strategy

Outline the day-to-day operations and the long-term goals of your business.

Operational topics you may want to mention:

- The tasks of your team, like answering calls, scheduling, and dispatching routes to delivery drivers.
- Will you offer on-demand, batched, or scheduled delivery?
- How you will plan delivery routes.
- Whether you will hire your own drivers, or use contractors.
- Wages, salaries, and payroll.
- How you will build your vehicle fleet.
- What software will you use to track deliveries, customer requests, and costs?

💡**Pro tip: [Routific's delivery management software](#) makes a lot of these tasks easy, from planning efficient delivery routes, to notifying customers about the status of their order, to helping with driver payroll.**

Be clear about your long-term goals, for example:

- Increasing revenue X% each year
- Signing up X number of customers

Say you want to grow revenue by 3% each year — how will you achieve that?

7. Management team

Complete this section even if you're the only employee to start with. Mention all relevant experience.

Identify who will handle hiring, day-to-day operations, high-level decisions, and customer service.

Include any mentors like industry advisors, family members, or friends.

8. Financial projections

Estimate five years of expected revenue, operating expenses, assets, and profit based on industry research and your specific business characteristics.

Include:

- **Income statement**: Outline your revenue, expenses, and bottom-line number, known as net income. A positive net income indicates a profitable business, while a negative number suggests you are losing money.

- **Balance sheet**: Outline **assets** (what you own), **liabilities** (what you owe), and **equity** (what you've earned, contributed, and taken out of the company).

- **Cash flow statement**: Track the movement of money in your business. The three main categories found in this document are cash earned or spent from operations, financing activities, and investments.

It’s a good idea to hire an accountant to help you with this part of your plan.

9. Appendix

Include any supporting financials, graphs, maps, and supporting information in this section.