



SWOT ANALYSIS



STRENGTH

- **Significant staff of 12+ smart drivers** scalable to 100+ available for specialty trucking.
- **Specializes in profitable, long-distance transport** of wrecked and disabled vehicles as well as wide or heavy loads.
- **Fast, Real-time, and all-digital platform and fleet of workers** is best-of-breed for response times to activities such as towing, hauling, impounding, monitoring, booting, and tagging.
- **Ownership of 7 different types of transport trucks and more on order** for specialty loads from class A, class B, class C, and heavy.
- **Price per mile** for specialty trucking ranges from \$5 per mile to \$27 per mile.

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WEAKNESSES

- **Limited currently to 1 acre maximum of impound space available** (enough for 60 vehicles and 15 trucks) at A1s current location(s). This limits the amount of transactions that can be done in a day.
- **Older 30,000 square foot building** used for headquarters therefore immediate aesthetics not modern to new workers or new customers. Plumbing and roof may require some repair.
- **Located in an industrial area close to a high-crime neighborhood** of Memphis requiring 24 hour security.
- **No dedicated training facility** for new recruits.





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OPPORTUNITIES

- **Demand for specialized transportation services** exceeding 100+ times available resources.
- **Social media followers above 30,000** can result in impressive hiring process and local advertising.
- **Paying our drivers 2+ times national average** will allow us to attract, train, and retain the best talents.
- **The amount of vacant commercial real estate has increased** by 2+ times creating buying leverage.
- **Music artistry used as a marketing tool** presents unique approach to global advertising.
- **Agents minimize stress** for drivers.

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THREATS

- **Shortage of diesel mechanics** in some cities.
- **Hiring of drivers is competitive.**
Standard pay for a typical driver job is approximately \$42,000 or less.
- **Drivers fatigue due to COVID 19 concerns** has increased the driving time for long-distance delivery.
- **Workers may possibly share proprietary processes** used inside company with the public.
- **During growth times in our company, slow delivery times for new trucks** in current market.
- **High inflation on real estate** build outs limits speed of growth plans to other cities.

