

Thad Peake

SMART Goal

I currently have 5 trucks on the road going 2 hours each direction to serve my wholesale accounts. At the start of the year, I will start charging a delivery fee (monthly) to my accounts 50+ miles away. This will help pay for general maintenance on the vehicles, insurance, and fuel. I will have some push back from customers but at the end of the day we have the inventory and are delivering twice a day. On the first of the year, we will tell our accounts of the change.