



NameSnack

#1 Business Name Generator

How to Start a Courier Service (Checklist)

1. Determine whether starting a courier service is the right option for you.

- Understand the business and the risks involved.
- Use your own vehicle to deliver packages before expanding your business.
- Start your client base with friends and family.
- Speak to people who have started their own courier service and learn from them.

2. Write a business plan.

- Outline the structure, objectives, goals, and mission statement of your business.
- Establish your start-up costs and equipment needs.
- Determine the services you will offer and decide how much you will charge.
- Conduct market and client research.
- Plan your financial strategy with outlines of your start-up costs and projected profits and losses.
- Outline your marketing strategy.

3. Take care of the legal requirements.

- Get a business account and credit card.
- Choose a legal structure.
- Register for taxes and receive your EIN.
- Check and apply for any town, country, and state licensing and insurance



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requirements.

- Ensure that all your couriers have valid driver's licenses or commercial licenses.

4. Outline your finances.

- Determine whether your staff require additional training or qualifications.
- Budget for tools and vehicle maintenance costs.
- Research top suppliers and budget for inventory.
- Look for office and/or storage space.
- Budget for business licenses and insurance costs.
- Set aside funds for marketing needs.

5. Buy business insurance (not all the following are necessary).

- Business insurance.
- Vehicle insurance.
- General liability insurance.
- Public liability insurance.
- Workers' compensation.
- Equipment insurance.
- Income protection insurance.
- Critical illness insurance.
- Business life insurance.

6. Create a website and business portfolio.

- Build a great website.
- Create social media pages.



7. Set your rates.

- Set rates for standard, overnight, and express courier services.
- Consider special rates for regular clients and large consignments.
- Research your competitors' rates.
- Implement invoicing and payment software, as well as fleet-tracking software.

8. Market your business.

- Determine your target audience.
- Design a creative logo.
- Advertise on social media with links to your website.
- Create a mailing list.
- Create opening specials and use various techniques to spread them.

