

RFT Mission Statement 2010

Vic Farron

RFT Express Mission Statement 2010

2009 was a good year for RFT Express Couriers, with a 34% increase in business during 2009, from the previous year. The majority of new accounts gained in 2009, have resulted in repeat business with 45% of the total number of new accounts resulted in being contract work. Contract work is regular runs repeated daily, weekly or monthly, which makes it easier to manage the increase. European runs contributed 25% of the total increase, with Italy now taking the number one spot from Germany.

For 2010 the target increase is 35% on the 2009 figures. RFT Express Couriers have identified 150 plus companies who will be able to benefit from RFT 's expertise in our niche market of 'Hanging garment deliveries UK and Europe.'

Google contributed a considerable amount of visitors, with this search term, coming at no 1&2 in most European searches, with enquiries from North Africa, and as far away as China.

Bing the Microsoft owned search engine didn't list us in the UK searches on the first page, but they did put us at no 1 in the world search.

Over the Christmas / New Year break, we had the statisticians analyse our databases and records, as well as the web stats, to enable them to come up with cost savings. Part of the brief was to analyse the transport industry as a whole, and spot future trends within this sector, as well as the clothing manufacturing, wholesale, and retailing sector, as well as the print industry, and advise RFT how we could take advantage of these trends.

From the statisticians' findings, several recommendations were made in order to secure the 35% increase in turnover planned for 2010 :-

- Promote the RFT Express brand through internet channels, newspaper articles, press releases.
- The planned expansion into Europe would gain extra momentum, by appointing 'agents' with local knowledge and expertise in European countries.
- More emphasis will be placed on securing 'back loads' to eliminate, where possible vehicles travelling empty.
- Cultivate more contacts both in the UK and Europe, who are able to generate extra business for RFT Express.
- rftexpresscouriers.com will be launched shortly as a multi-language site.

- A more aggressive pricing structure for 'contract work'
- Restructure working patterns for subcontract couriers, to increase efficiency.
- Further expansion of the 'M1 Shuttle' with vehicles leaving Yorkshire during the day as well as the current 'night runs'.
- Actively promote Yorkshire Courier.com. The current promotional and hosting contract we inherited, finishes in April, and will then come 'in house'
- Retain vehicles with less than 125,000 miles coming to the end of their contracts on the 'Our Van- Your Livery' programme. Thereby reducing the cost of expansion.

Sponsorship Programme

RFT Express Couriers sponsor Tiger Karate.net, this will continue during 2010. Apart from a few local charities we have helped with free transport; there will be no further expansion during 2010 of the sponsorship programme.

RFT Express to Help Companies Generate Extra Business

During 2010, RFT Express will compile a directory of the companies in the industries where RFT Express operates. This will benefit the companies who are selected for the directory by RFT supplying a link for all the search engines to index, as well as giving an easy reference to other companies within the industry. The directory will be posted on all RFT sites, and will generate extra business for the companies in the directory; there will be no charge to the companies selected for inclusion. The initial directory industries will be the fashion/ clothing industry and the print industry. The directory will be compiled from our customer records, and other sources.

Help for Newly Established Businesses.

In addition to helping established companies to gain more links, and extra orders, RFT Express are considering offering new businesses free web sites; the sites will be built free of charge by the RFT web team. The web team will also supply SEO services at a reduced cost.

During 2009 RFT Express established itself as an article and information provider for the Courier industry. This will continue into 2010, particularly the free software programmes, which have proved very popular with small to medium sized businesses.

[Article by Vic Farron : staff writer for RFT Express](#)