

Small Business Development Center at UCF Solutions 1 Transport



SOLUTION 1 TRANSPORT'S Aseania and Timothy Jones.

Solutions 1 Transport LLC specializes in transporting temperature sensitive products throughout the United States. They move produce, meats, dairy products and other refrigerated products for some of the nation's largest food growers, processors and sellers. The company operates by using a combination of company-owned vehicles as well as utilizing owner operators.

Timothy and Aseania Jones, both United States Army veterans, started the business 7 years ago as owner operator with a single truck. They had a vision of hundred of trucks with the "Solutions 1 Transport" logo on every major highway. Although the dream has been modified, their hard work and dedication has not.

Timothy Jones contacted SBDC at UCF consultant Pauline Davis at the recommendation of his banker. Although Mr. Jones had worked hard and built the business from the ground up, there were some skills he needed to develop to take the business to the next level. In addition, the economy was changing and so was the overall trucking industry.

Pauline Davis worked with Mr. Jones on in-depth financial analysis, cash flow projections, and budgeting. She also recommended, and the company utilized, several services of the SBDC such as the Advisory Board Council, Small Business Institute®, Marketing, and website analysis.

Utilizing his excellent business acumen and the SBDC's recommendations, Timothy and his wife Aseania are seeing the business strategy finally paying off. They are now better prepared to take the business to heights not previously thought of. According to Mr. Jones, "I have come to see and fully appreciate the value of my business. I no longer make decision without careful cash flow analysis, and fully embrace the phrase 'cash is king'." He is very optimistic about the future of his business and believes he will exceed his 2012 sales projections. He truly appreciates the assistance of the SBDC.

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Timothy Jones
Solutions 1 Transport