



Mindshift

In Association with
Preeminence



MEDICAL DELIVERY SERVICE

Here's an example of maximizing the use of resources by putting together a joint venture to create a business which is both efficient and profitable.

We had a seminar attendee who had a medical delivery service that ran from doctor to doctor that was very time-critical --- picking up specimens, and blood test, etc. But their trucks would go back empty. They realized there were other companies that were having products delivered over the whole day.

They were able to make a joint venture with another company that did daily deliveries, and were paying their own staff, and for their own trucks. That company was able to totally get rid of their trucks and people and use my client's delivery service on the dead end run back. They created a business together and they made millions of dollars.

