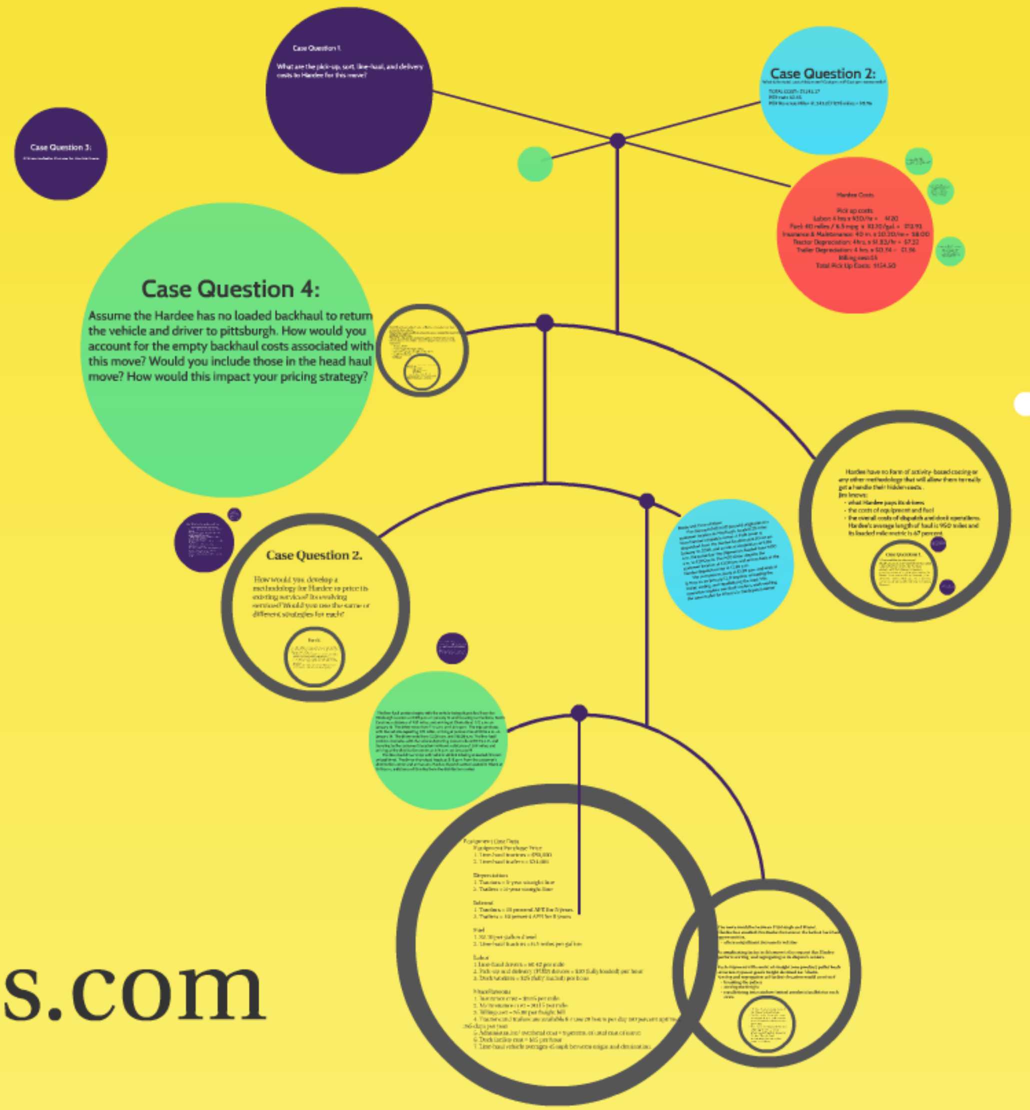
Totalline Transport



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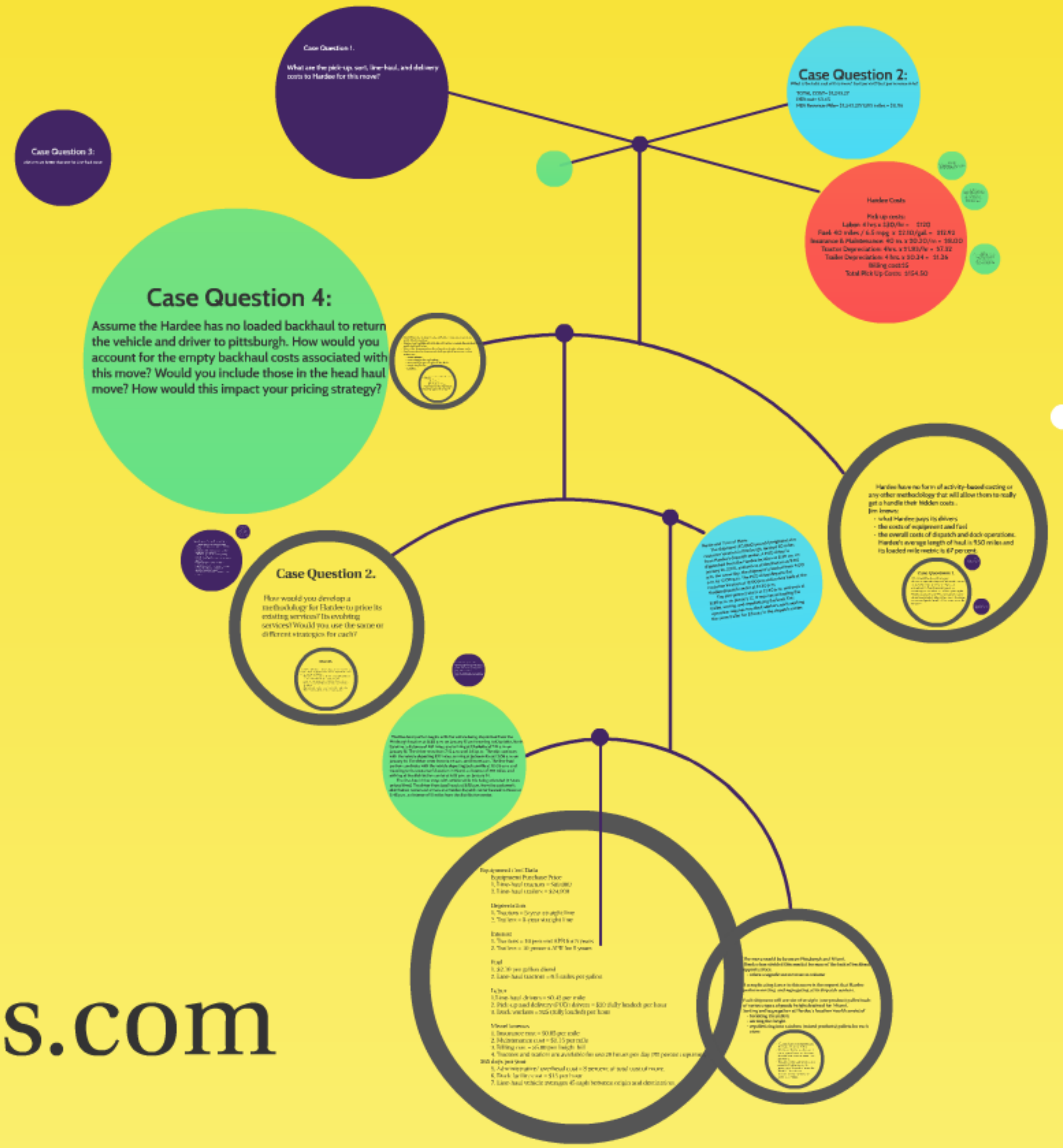

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- **Jim O'Brien has realized some of Hardee's customers are more profitable than others.**
- **Hardee has traditionally structured its prices around discounts off their published tariff rates.**
- **Most of the discounts have been based on freight volume only.**
- **Jim knows that his drivers and dock people do more for certain customers:**
  - **move volume**
  - **count freight during loading**
  - **sort and segregate freight on the dock**
  - **weigh shipments**
  - **labeling.**

Jim sees some of the new service demands from his customers as being difficult price.
Some of the new demands include:

- merge-in-transit
- event management
- continuous shipment tracking
- RFID capability
- Dedicated customer service personnel.

- Hardee has used average cost pricing for its major customers.
- Pricing managers have urged consider marginal cost pricing.

Jim has developed a keen interest in value-of-service pricing methods versus the traditional cost-of-service pricing.

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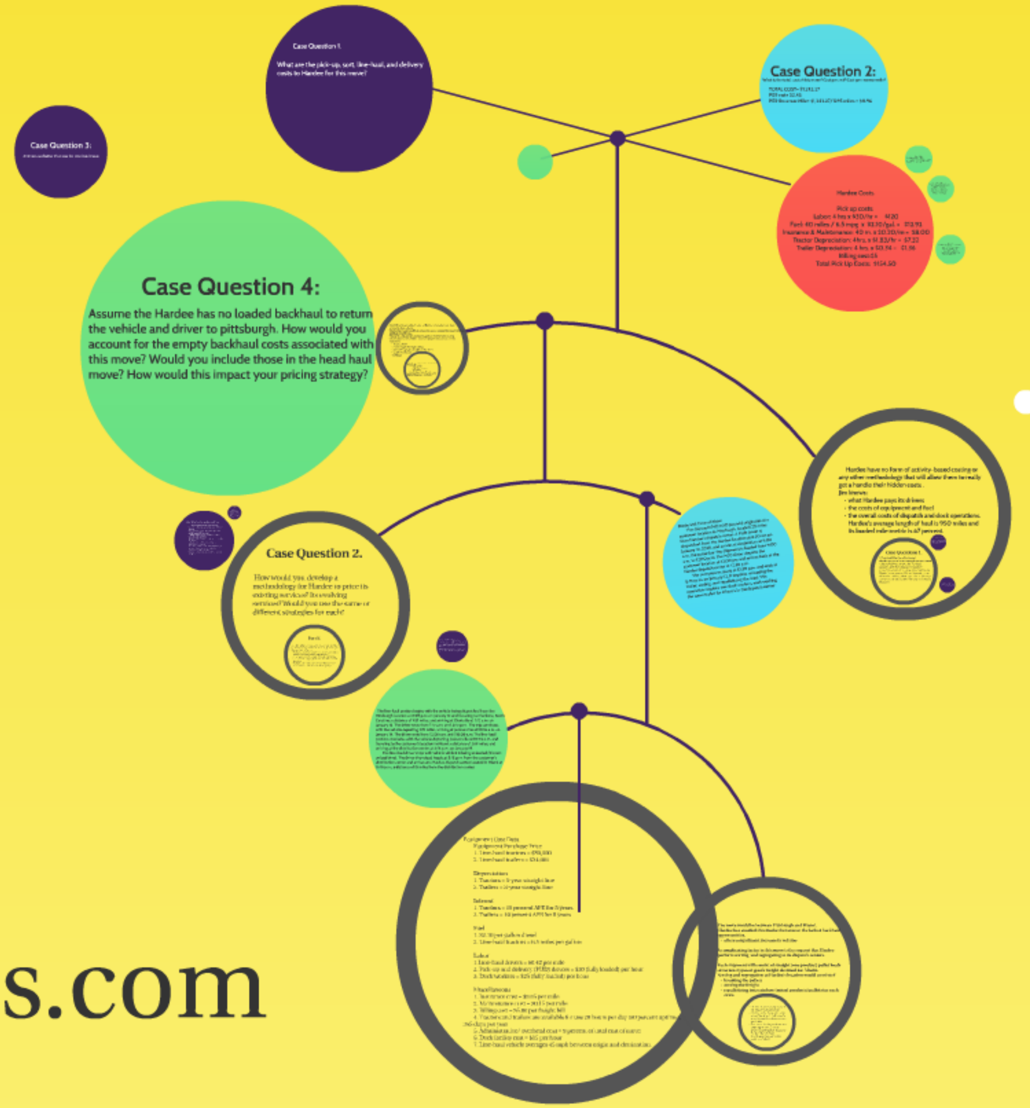

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