Gasoline Transportation Solution

Transport | Natural Resources

It was almost midnight. Leaning against the patio door, Steven looked down at the screen of his phone one last time and let out a deep sigh. No messages from Roy, his new delivery recruit, yet.

Steven's wife Tara knew what was wrong. She had never seen her husband so distraught in their eight years of marriage.

The fledgling business of transporting gasoline that they had started together eighteen months ago had been doing well.

Their initial investment had been recovered and the turnover was improving, until they decided to upscale their business.

Having acquired more vehicles and manpower, they had led themselves to believe that putting in a few extra hours of hard work every day, they would be able to manage their newly doubled business easily. However, reality was quite contrary to how they had imagined things would be.

Within only a few days of expanding, they realized that operations had become unusually chaotic, issues were harder to resolve and driver performance was sub-optimal.

Also, vehicle tracking was a serious issue, the copious quantities of information had become near-impossible to process and as a result, customer satisfaction had suffered.

Tara wanted to help their business and to come up with a creative solution to get themselves out of this sticky situation. So she made a plan to meet an old friend Dora, who was also a business-owner.

Brainstorming on a possible manual solution to the problem at hand, the two friends had stumbled upon a few brilliant ideas. They feared however, that the costs of managing such a large process would be too high.

That is when Dora came up with the idea of a software application that would resolve all the issues they had, without breaking the bank.

Tonight, it was time Tara spoke to Steven about it.

The Idea

"I met Dora, and she told me how we can put an end to this chaos in quick time. All we need to get ourselves is a software application." Tara said, breaking the unbearable silence in the room. Her eyes lit up as she spoke, animated and full of life. Steven noticed it.

"Dora suggested we contact a company known as Mindfire Solutions, which makes applications for businesses like ours," Tara continued.

By the look on his face, Tara knew Steven wanted to know more.

"The applications would help streamline the manner in which the deliveries at different gas-stations are handled by our drivers." she paused.

Steven was taken aback at the speed at which Tara seemed to have come up with a panacea for the problems their company was confronting. Holding his breath and trying to subdue his excitement, he asked

"How does this application do that?"

The Partnership

"I have had a preliminary discussion with Mindfire already. They suggested that application should have an intuitive UI and features to assist our drivers to keep track of the loads and share every minute detail with us. It will also have provision to take images and signatures when our drivers need to," Tara replied.

Trying to analyze the pros and the cons of this solution his wife was presenting, Steven asked gingerly, "Is it expensive?"

"It is an affordable one-time investment, Steven, that trumps all other manual solutions there could possibly be." Tara said, enthusiastically.

"It's settled then, partner. You saved our company." Steven extended his hand to shake Tara's, with a hint of humor and a relaxed smile on his face that Tara craved.

About us

Mindfire Solutions started in October of 1999, with the purpose of providing expert software services globally, and has steadily grown to its 1000-seat facilities at 2 engineering centers.

In its heart and soul, Mindfire is a software service provider, with unrelenting focus on small-team, offshore-based custom software development and testing work using Agile methods.

We are clear in our vision of building a software engineering powerhouse, and we do not spend time and energy in activities which do not fall under the purview of our core competence.

Our vision is "to be a globally respected, professional and innovative software services and technology company".

Our mission statement reinforces our vision: "Imagine. Think. Plan. Act. Deliver. Improve.".

In the last 23+ years, we have successfully delivered on 2000+ engagements across 500+ global clients.

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