



Invitational  
Collegiate Challenge  
March 25-26, 2026

Presented by



## Buyer's Secret Information

### Finals

Prospect: Brown Transportation – Marty/Mary Brown Executive Vice President at Brown Corporate

Weblinks: <https://www.browntransportation.com/>

<https://www.youtube.com/@browntransportationaggrega4414>

<https://www.oklahoman.com/story/news/2006/06/08/made-in-oklahoma-dale-brown-inc/61878911007/>

**For this round, the student needs to close the deal! However, due to an accident at Love's Travel Stop # 604 in Guthrie, Oklahoma, you will be very reluctant to do business with Love's.**

You are Dale Brown, you started driving semi-tractor/trailer rigs for your family's trucking company in eastern Oklahoma before you had graduated from high school. So, your family has deep roots in the trucking business and you started driving trucks at an early age and worked your way up in the business.

After working for many years for your family, you started Brown company with just a couple of trucks in 1996. You have grown the business to over 60 tractor/trailer rigs and you hire another 60 or so leased trucks. There are two divisions to the business. The oldest part of the business was started to haul dirt, gravel, and sand for building projects in Oklahoma and Texas. This division is headquartered in Ardmore, Oklahoma. The newer division is headquartered in Oklahoma City, and hauls freight cross country to both coasts. Approximately half of your trucks are in the local market, and half are long haul.

Between the two divisions of Brown, you oversee 90 trucks 7 days a week. Drivers work an average of 10 hours a day. Thus, your average weekly fuel consumption is 25,000 gallons.

### **OBJECTIONS**

- 1. You just found out that one of your trucks was involved in an accident at Love's # 604 in Guthrie, Ok. Your driver pulled into the SpeedCo at Loves because he had a low tire on his flatbed trailer on the front left tire. The valve stem core was leaking. He got the technician at the SpeedCo to replace the core. As he was pulling out, the tire burst. He got out of the truck, and an inspection revealed that the technician had left a 4-way tool (he had used to replace the core) right in front of the tire. This punctured the tire. Due to the blow-out, the trailer's load shifted, and most of it was damaged. The truck was hauling Aluminum 2024 for Textron Aviation (the makers of Cessna and Beechcraft airplanes). This load was going to be used to manufacture Cessna Citations in Wichita, KS. The damage to this aluminum is estimated to be over \$1 Million. You need to make sure that Love's is going to cover this cost. Textron has already called you and threatened to pull all its contracts with Brown.**
2. You want to talk about factoring. Your local bank, BancFirst, has offered you a revolving line of credit with a variable rate, adjustable every six months that will be one (1) percentage point below prime! The only way any deal with Love's makes sense (given Pilot's commitment to beat Love's fuel prices by 1 cent per gallon) is if they will offer you factoring at a rate better than BancFirst!
3. In the past, you have had issues with retread tires. Some of these tires have come from Love's. You need assurance that the quality of tires you purchase will stand the test of time and distance.