

Broadening the menu

As the economy struggles, some Birmingham businesses are expanding their offerings

Birmingham Business Journal - by [Jimmy DeButts](#) Staff

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Residential moving company McCorquodale Transfer has added commercial moving and storage services to neutralize the impact of the slumping economy.

Bart McCorquodale, the firm's CEO, expects expanding operations will generate about the same revenue in 2009 that his company produced in 2008. McCorquodale said by adding new services, such as office relocation, his Birmingham-based company will not only sustain through the recession but has plans to expand into new markets.

"A lot of companies have stuck to just moving," McCorquodale said. "We saw this coming last year and knew it would be a bad 2008 and 2009. We diversified our scope of services to storage, shipping and receiving and home delivery. That way we don't have all our eggs in one basket with the housing market being in such bad shape."

McCorquodale Transfer has offices in Charleston, S.C., and Jackson, Miss. It plans to expand into Nashville and Little Rock, Ark., in 2009. He said lower fuel prices and a freeze on new equipment purchases will keep his company debt free. That will provide the liquidity to add new branches without cutting jobs.

"That's keeping revenue up," McCorquodale said. "We wanted to find anything we could do to weather the storm."