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## The Nimble Exploit Little Efficiencies

### Small Firms Adjust To High Gas Prices

By MICKEY MEECE

**I**T has been a bruiser of a summer for small businesses that must use the roads every day.

Gasoline prices may have moderated a bit lately, but business owners are still smarting from the run-up in prices this year.

Larry Zogby, its president, said the family-owned company added document storage and retrieval 10 years ago as well as critical parts storage five years ago to its courier businesses. The newest service, pick and pack, allows customers to store goods in its warehouses and have RDS pack orders and deliver them upon request.

The idea of this diversification is to build a “longer and deeper relationship” with customers, he said, and of course, not be completely reliant on its main business — messenger and courier



### NY Times Asks Larry Zogby

Larry Zogby, President RDS Delivery (NY), interviewed by the NY Times about their secret to survival in these difficult times. Larry explains how over the years, implementing diverse service solutions has helped them to grow. Record storage and retrieval, pick and pack are some of the added services that help RDS to build “longer deeper relationships” with their clients.

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