



## Doherty's Meats

### MEET THEIR FLEET:

Fleet size  
**9 vehicles**

Fleet type  
**All Transit vans**

Interview with fleet representative  
**Brian McQuaid,**  
**Sales and Marketing Manager**

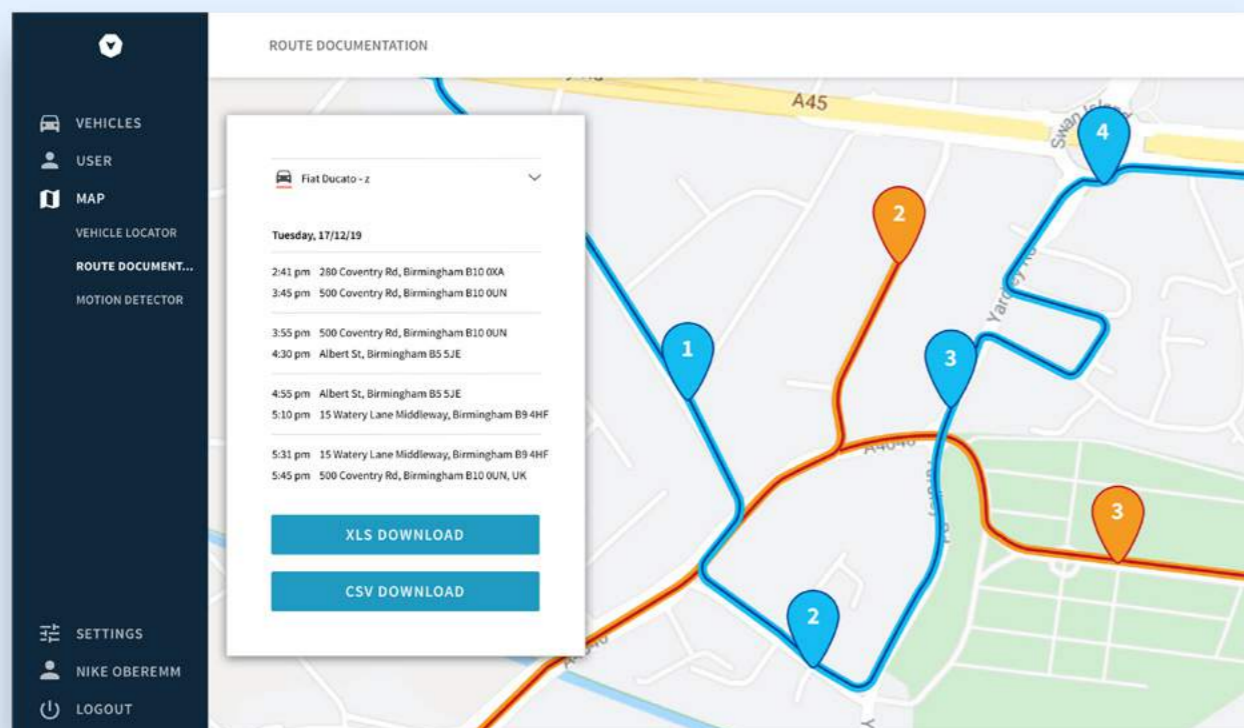
Doherty's Meats has been a family business for six generations and is now one of Northern Ireland's leading meat producers.

With a strict emphasis on quality, Doherty's Meats needs to deliver products (often with a short shelf life) to customers quickly, and several times a week. A high performing fleet is essential to their business.



# Vimcar solutions to real problems

## Route Optimisation



***“I can now ascertain whether or not the same vehicles are servicing the same areas and tidy up their route if necessary. We cover the whole of Northern Ireland so looking at route history is really important for us.”***

How can Route History help your business?

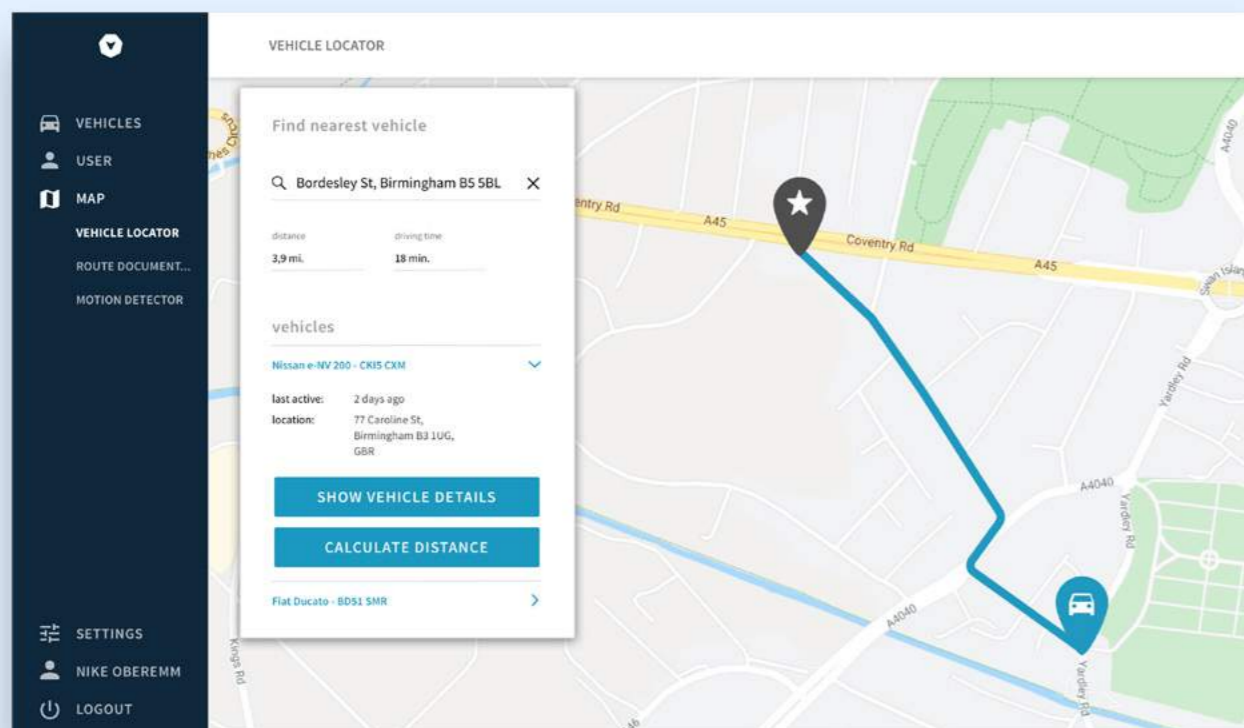
[Find out more →](#)

Doherty's Meats have installed Vimcar Fleet Geo because delivering to customers is at the core of their business. With our product Brian is able to optimise his fleet's routes and make sure there are no time-wasting overlaps.

By using Vimcar's Route History function, Brian has an overview of all his vehicles' previous routes.



**“Very professional.  
10 out of 10.”**



# Vimcar solutions to real problems

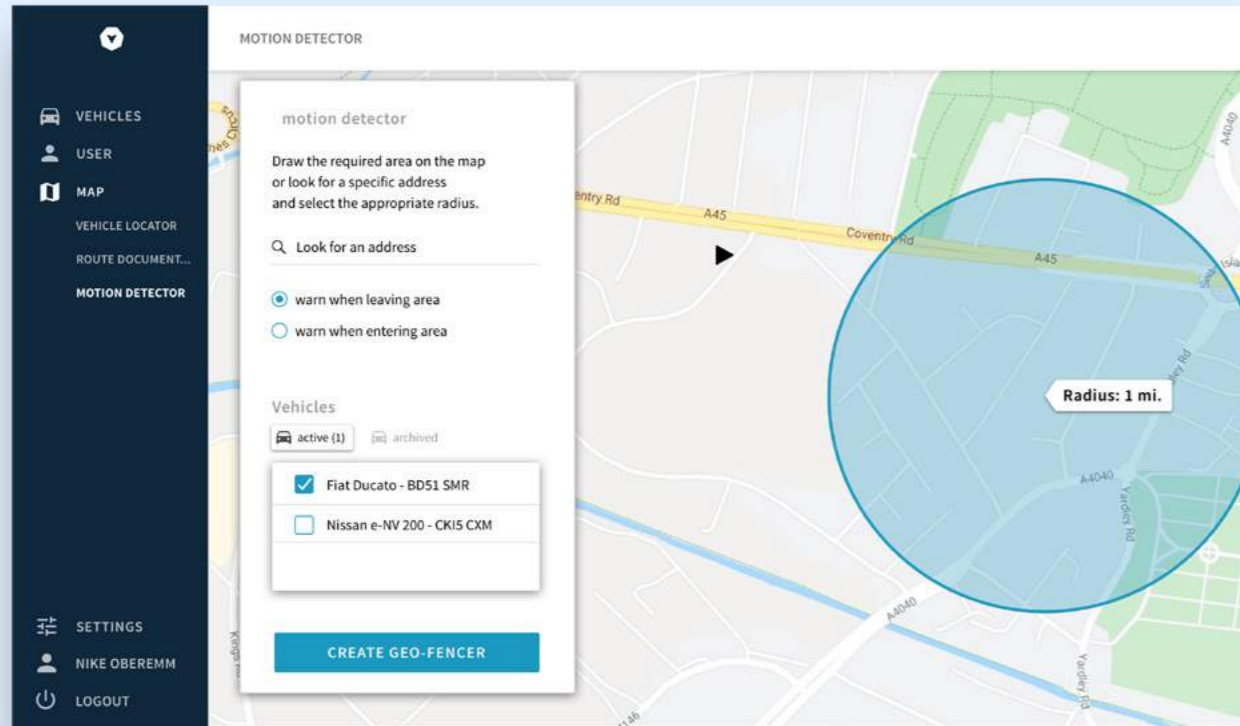
## Finding the nearest vehicle

***“Knowing where each vehicle is in real-time  
is really valuable. When a customer calls  
and asks for a delivery, we are able to give them ETAs.  
We have hundreds of customers  
and it’s great to be able to see which  
van is closest to which customer: a real selling point.”***

How can Live Tracking help your business?

[Find out more →](#)

Fleet Geo tells Brian which of his drivers are closest to his customers. With full control of their fleet, Doherty’s Meats can get to customers all around the country, quickly and efficiently.



# Vimcar solutions to real problems

## Tracking Vehicle Misuse

***“Geofencing & Timefencing is also a great feature.  
We have set up one for the weekend to know if our  
vehicles have left the depot.”***

How can Geofencing and Timefencing help your business?

[Find out more →](#)

Fleet Geo is designed to give small business owners control over their all-important fleet. Now Brian can be alerted whenever a vehicle is moved from his premises, outside of business hours. Brian has set up a Geofence around the premises and a Timefence for the weekends. That way he gets an automatic notification warning him about vehicle misuse.



**Find out how Vimcar can be  
tailored to help your business as well.**

**[Get free advice →](#)**