

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Alejandro
Great Bites

Prison Entrepreneurship Program
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Great Bites

“Aint’t no bite like great bites!”

Business Plan
January 2020

Alejandro
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY1

PERSONAL FIT2

OPPORTUNITY2

SOLUTION3

CUSTOMERS4

EXTRAS5

MARKETING.....5

DIFFERENTIATORS7

RÉSUMÉ ATTACHED

FINANCIAL PROJECTIONS ATTACHED

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>Hungry people need good and tasty food at a great price to satisfy them.</p>	<p>Our mission here at Great Bites is to keep your taste buds popping while we take pride and passion in getting you authentic Mexican and American food.</p>	<p>Great Bites will provide quality service and good customer relationships.</p>																																				
Customers	Differentiators	Extras																																				
<p>The customers Great Bites will be targeting will be construction workers, college students and customers who love Mexican American food to eat.</p>	<p>Price, personal relationships, catering services, maintained website.</p>	<p>My business concept is not a new edge in my opinion but it is nowhere near as prevalent in Dallas as it is in Houston which is where i will be operating.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>The target customers will be construction workers, college students and Mexican American food loving individuals.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 328,600</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">170,500</td> <td style="text-align: right;">52%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">158,100</td> <td style="text-align: right;">48%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;">26,100</td> <td style="text-align: right;">8%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">132,000</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">33,000</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">1,100</td> <td style="text-align: right;">0%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right;">\$ 97,900</td> <td style="text-align: right;">30%</td> </tr> </table>	Sales:	\$ 328,600	100%	COGS	170,500	52%	Gross profit	158,100	48%	Overhead	26,100	8%	Pretax income	132,000	40%	Tax expense	33,000	10%	Owner withdrawals	1,100	0%	Net income	\$ 97,900	30%	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 16,750</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td style="text-align: right;">35,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right;">-</td> </tr> <tr> <td>Total start up costs:</td> <td style="text-align: right;">\$ 51,750</td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Startup</td> </tr> </table>	Owner investment - cash	\$ 16,750	Owner investment - equipment	-	Vehicle and/or equipment loan	35,000	Start up financing	-	Total start up costs:	\$ 51,750	Plan Purpose:	Startup
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Personal Fit																																						

As Founder and proud Owner of Great Bites I look forward to providing the best quality food in the Houston area. I have a small amount of experience along with a great passion for food. It is our goal to bring families together and experience real satisfaction with real authentic food.

PERSONAL FIT

My name is Alejandro. I was born on January 29, 1992 in Laredo Texas. I am 27 years old right now. I have seven siblings in total, 4 sisters and 3 brothers. I am the youngest one out of my brothers. My mother is from Laredo, Texas and my Father is from Mexico. I was raised by my parents in the state of Texas where I went to school in a little town called Laredo. I would go and visit the rest of my family in Mexico throughout the year. All my life I have moved back and forth between Laredo, Texas and Nuevo Laredo, Tamaulipas Mexico. I graduated from Martin High school In Laredo. After graduation I started working in construction, getting paid a minimum wage of 12 dollars an hour when I was 21.

My father and mother showed me that the bills needed to get paid in order to have somewhere to live as well as how to put food on the table. My parents used to tell me that they were showing me how to be responsible for myself and it worked, a little. The only thing that went wrong was that they used to let me do whatever I wanted. So I ended up doing drugs. By the time I was 22 I was doing a lot of drugs and drinking alcohol as well as smoking marijuana. Around that time I ended up putting myself in more complicated situations than I already was. By the time I realized I was on a lost path, I had no values, self-respect or interest in my life what so ever. Eventually I ended up in the County jail in Laredo for breaking into a house. By the time I was 26 I was on my way to prison in the state of Texas for Burglary of a Habitation in 2017.

I remember going to an Intense Sanction Facility (ISF) Program that the state of Texas has for first time offenders. That is where I found God in my life and that program changed my way of thinking. It made me look at the way I was living my life. After that program I was doing well for the first time in my life. I was making 15 an hour. I had a good job with my own apartment and car, but I messed up. I started doing drugs again and started going back to my old ways of life and one thing led to another. I ended up coming to TDCJ I am here for Burglary of Habitation with a three year sentence. With the time I have been in the Texas Department of Criminal Justice System I have been able to see where I went down the wrong path and I am doing everything I can to change my mindset. I am currently attending Prison Entrepreneurship Program. As well as other multiple activities at my age in life I am ready to become a better person. I thank the good lord that I have time to do this.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - Yes, I have over 10 years of experience.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - I feel that customers are concerned with quality work, meeting obligations that goes along with goals.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
 - Yes. With proper training i will delegate the work.

- Is there growth potential to expand my business, or is this a dying market?
 - As long as there is room for expansion there will be a need for the industry.
- How soon can I get my business up and running?
 - 1 year after my release.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
 - I will operate with a lean operation model, depending fully on industry contacts and bootstrap marketing but living and operating expenses will be needed.
- Is this something I would be proud to share with my family and parole officer?
 - Yes.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - Yes. I believe it is.
- Would my business start as a part-time venture or need to be full time?
 - My business will start as a full time venture.

SOLUTION

- Is what I am offering filling the customer's real need?
 - I can bring customers' expectations to life.
- What are the benefits (not features) that I am providing?
 - Customer satisfaction.
- Why can I do this better than another business (competitor)?
 - Knowing what is lacking in industry I put more value in my solution.
- How will I deliver this better idea to my customers?
 - With contacts, experience and time.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
 - I will be catering to different locations.
- Is my solution consistent with my passion for selling?
 - Yes, experience and extensive network helps put me in a great place.
- Is the price of my solution equal to or less than the customer's pain?
 - Price is consistent with industry prices but i feel we are giving modest cost.
- Is the approximate cost of my solution lower than the price?
 - Due to travel and overhead solution is within reason.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - My business is a mobile business.
- Do I offer a guaranty or return policy?
 - Yes, we value our customers and will provide and cater to their needs.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - No.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - 18-55.
- Does my customer need to be married, single or does it matter?
 - No, anyone seeking to eat should be able to eat at will.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - No.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - Family oriented people, for recreation and convenience.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - No, just means to pay for service.
- Does my customer need to own specific assets (car, house, boat)?
 - Is not a factor.

Location:

- Where will I sell to my customers (their home, their workplace, on the street, online, my store, an event like trades day)?
 - I will be catering to several locations and also have contact with businesses, churches, online and by word of mouth.
- Do I go to my customer (home service) or does my customer come to me?
 - A mix of both.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - Suburbs, Rural community and any other area in need of my service.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - 15 Mile Radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - These customers will easily become available one at a time and by referrals.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - Either as a group or individually.

- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - Possible, but it can lead to referrals or help by being a reference to new clients.

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - Yes.
- Do you have access to a favorable location for your business?
 - Not yet but I will be seeking a centrally located area in Houston, Texas.
- Are you going to be the first company of your type in your chosen area operations?
 - No, but with my research and time invested I have the opportunity to only go up.

Internal Extras:

- Do you have a new or cutting edge concept?
 - Yes, a unique sustainable product.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - I will work around client's time frame.
- Are you an especially charming or personable person?
 - I am able to find a common ground with people which will assist me in closing bids with customers.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - Gets the job done, success and has a core understanding of customers' needs.
- What is your tagline?
 - What's better than one Great Bite? More Great Bites!!
- How does your name and tagline make you different than your competitors?
 - They state my objective and commitment to your need.
- Can your message be effectively conveyed through multiple types of media?
 - Yes.
- Is your message effective across different demographics?
 - Yes.
- Is your pricing consistent with the market for similar offerings?
 - Yes but we are here to be competitive in service so pricing will be the same.
- Is your pricing consistent with the degree of personalization?
 - Price over all depends on type of size of the job, and how well done.

Media:

- What are three types of media you will use to reach your customers?
 - Web page, Google and personal contact with potential customers.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - 100.
- Once you've reached your typical customer, how many will actually buy from you?
 - 75%.
- For each of the three, what do you think the estimated cost will be?
 - \$100 Web page, \$200 Google for every 3 months.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - 3 Month recurring charge. Networking, calling, passing out business cards will be priceless.
- How will you collect customer reviews?
 - Online reviews, as well as questionnaire for clients once job is completed.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Taco Bell	Direct	Internet, Local Directory, Signs, Newspaper	Low to Medium	Established Company, contacts, ability to take good jobs, quality	Quality, customer relationship, price, focus on competitive advantage	Price, personal relationship, catering services, website.
Taco Plalenuque	Direct	Internet, Local Directory, Signs, Newspaper	Low to Medium	Established Company, contacts, ability to take good jobs, quality	Quality, customer relationship, price, focus on competitive advantage	Price, personal relationship, catering services, website.
Burger King	Direct	Internet, Local Directory, Signs, Newspaper	Low to Medium	Established Company, contacts, ability to take good jobs, quality	Quality, customer relationship, price, focus on competitive advantage	Price, personal relationship, catering services, website.
McDonalds	Direct	Internet, Local Directory, Signs, Newspaper	Low to Medium	Established Company, contacts, ability to take good jobs, quality	Quality, customer relationship, price, focus on competitive advantage	Price, personal relationship, catering services, website.

Alejandro

1100 Hwy 1807

Venus, TX 76084

Cell 999-999-999, myaccount@gmail.com

Experience

Iron Worker

February 2017-October 2017

Rebar tie and measurement

Iron Worker

January 2017- February 2017

Laborer

Construction

August 2016- January 2017

Laborer

McDonalds

June 2015- May 2016

Cashier

Skills

- **Bi-Lingual**
- **Forklift**
- **Heavy Machine Operator**
- **Iron Worker**
- **Material Coordinator**
- **Tool Coordinator**

Education/Certifications

PEP

May 2019-January 2020

Values-based entrepreneurship program of intensive three-month leadership academy and six-month business plan competition with training in business, marketing, finance and competitive strategies. Participants are coached by top executives and MBA advisors from universities across the country culminating in a 30-minute presentation to CEOs and investors. Graduates earn certificate in Entrepreneurship from Baylor University’s Hankamer School of Business.

Martin High School

2009-2012

Diploma

Alejandro dba Great Bites
Projected Income and Cash Flow Statements
Year 1

	Assump- tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
Burgers Meal	6	-	3,495	4,194	4,893	6,291	6,291	6,990	13,980	20,970	19,572	16,077	13,281	116,034	35%
Tacos Meal	6	-	5,990	8,985	11,980	14,975	17,970	20,965	23,960	26,955	26,955	26,955	26,955	212,645	65%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	9,485	13,179	16,873	21,266	24,261	27,955	37,940	47,925	46,527	43,032	40,236	328,679	100%
Cost of Goods Sold	2														
Burgers Meal	6	-	1,500	1,800	2,100	2,700	2,700	3,000	6,000	9,000	8,400	6,900	5,700	49,800	15%
Tacos Meal	6	-	3,400	5,100	6,800	8,500	10,200	11,900	13,600	15,300	15,300	15,300	15,300	120,700	37%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	4,900	6,900	8,900	11,200	12,900	14,900	19,600	24,300	23,700	22,200	21,000	170,500	52%
Gross profit		-	4,585	6,279	7,973	10,066	11,361	13,055	18,340	23,625	22,827	20,832	19,236	158,179	48%
Expenses	2														
Auto or truck lease		1,000												1,000	0%
Depreciation	3	-	750	750	750	750	750	750	750	750	750	750	750	8,250	3%
Gasoline & fuels		-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Insurance - bonding		-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Insurance - vehicle		-	220	220	220	220	220	220	220	220	220	220	220	2,420	1%
Interest - equip & start up	7	-	233	230	227	224	221	217	214	211	207	204	201	2,388	1%
Marketing		150												150	0%
Office - rent		-												-	0%
Office - insurance		-												-	0%
Office - telephone		-												-	0%
Office - utilities		-												-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	740	-	-	-	-	-	-	740	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	67	-	-	-	-	-	-	67	0%
Permits		-												-	0%
Supplies		500												500	0%
Tax service		-												-	0%
Telephone - cellular		100												100	0%
Start-up expenses		5,000	-	-	-	-	-	-	-	-	-	-	-	5,000	2%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		6,750	1,703	1,700	1,697	1,694	2,497	1,687	1,684	1,681	1,677	1,674	1,671	26,115	8%
Taxable profit (loss)	1	(6,750)	2,882	4,579	6,276	8,372	8,864	11,368	16,656	21,944	21,150	19,158	17,565	132,064	40%
Tax (expense) benefit	1			(178)			(5,878)			(12,492)			(14,468)	(33,016)	-10%
Owner's withdrawals	1	-	(100)	(100)	(100)	(100)	(100)	(100)	(100)	(100)	(100)	(100)	(100)	(1,100)	0%
Net profit (loss)		(6,750)	2,782	4,301	6,176	8,272	2,886	11,268	16,556	9,352	21,050	19,058	2,997	97,948	30%
Depreciation	3	-	750	750	750	750	750	750	750	750	750	750	750	8,250	
Equipment purchases	3	(45,000)	-	-	-	-	-	-	-	-	-	-	-	(45,000)	
Principle, equipment loan	7	35,000	(476)	(480)	(483)	(486)	(489)	(492)	(496)	(499)	(502)	(506)	(509)	29,582	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	16,750	-	-	-	-	-	-	-	-	-	-	-	16,750	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	3,055	4,572	6,443	8,536	3,147	11,525	16,810	9,603	21,297	19,302	3,238	107,530	
Cash, period start		-	-	3,055	7,627	14,070	22,607	25,753	37,279	54,089	63,692	84,990	104,292	-	
Cash, period end		-	3,055	7,627	14,070	22,607	25,753	37,279	54,089	63,692	84,990	104,292	107,530	107,530	