

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Christian  
Christian's Creation's

Prison Entrepreneurship Program  
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# *Christian's Creation's*

*“Come and get you a taste of Christian's Creation's. Where it's a joy  
serving you”*

Business Plan  
January 2020

*Christian*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>There is a lack of food trucks in the downtown San Antonio area and also over crowded restaurants downtown that people would like to avoid.</p>	<p>Here at Christian's Creations we want to bring a one of a kind and delicious dish where there is variety to choose from in the San Antonio area. We are family and believe it is always a joy to serve.</p>	<p>We will incorporate the food truck concept in the downtown area and affordable substitute for the cluttered downtown restaurant industry.</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>This business will target customers who want innovative good and tasty fast food in the downtown area. Customers at various job sites, parks and customers who need catering services.</p>	<p>We provide new and exciting meals most food trucks don't offer. We will also cater businesses with an interactive menu with half price appetizers.</p>	<p>My concept is new exciting creative and amazing. It is different than other food trucks that are in San Antonio though there are not as many food trucks downtown.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>I will be marketing to people seeking alternative avenues of eating rather than waiting in a long line to sit down in a building.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 131,800</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right; border-bottom: 1px solid black;">33,700</td> <td style="text-align: right; border-bottom: 1px solid black;">26%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">98,000</td> <td style="text-align: right;">74%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right; border-bottom: 1px solid black;">37,000</td> <td style="text-align: right; border-bottom: 1px solid black;">28%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">61,000</td> <td style="text-align: right;">46%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">15,200</td> <td style="text-align: right;">12%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right; border-bottom: 1px solid black;">33,000</td> <td style="text-align: right; border-bottom: 1px solid black;">25%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-bottom: 3px double black;">\$ 12,800</td> <td style="text-align: right; border-bottom: 3px double black;">10%</td> </tr> </table>	Sales:	\$ 131,800	100%	COGS	33,700	26%	Gross profit	98,000	74%	Overhead	37,000	28%	Pretax income	61,000	46%	Tax expense	15,200	12%	Owner withdrawals	33,000	25%	Net income	\$ 12,800	10%	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 13,800</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;">43,000</td> </tr> <tr> <td>Start up financing</td> <td style="text-align: right; border-bottom: 1px solid black;">1,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td style="text-align: right; border-bottom: 3px double black;"><b>\$ 57,800</b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 13,800	Owner investment - equipment	-	Vehicle and/or equipment loan	43,000	Start up financing	1,000	<b>Total start up costs:</b>	<b>\$ 57,800</b>	<b>Plan Purpose:</b>	Start-Up
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<b>Personal Fit</b>																																						

Due to my background in the restaurant business and the added advantage of my grandmother's inspiration I feel that I am well suited to open and run my own food business.

## PERSONAL FIT

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I was born October 19, 1986, in San Antonio, Texas. My parents' names are Geraldine and Donnie Wilson. I do not know much about my father except that I have not seen him since the age of three. I have a sister and I had a brother, but he passed while I was incarcerated. I have three children; two of them were born in San Diego, California, and are of the ages 16 and 14 years old. I recently became aware of my third child; he is two years old.

My mom and I are pretty close; she did the best she could with me. Almost everything I know I learned from my mother; she taught me how to tell time, be responsible for myself, as well as being caring and smart. She taught me to be respectful and loving, but above all else, she taught me how to survive. I have a big family and lived with different relatives from time to time. I mainly stayed with my elder sister Elizabeth; she is 19 years my senior, and always taught me the meaning of hard work, being punctual and on time.

I left home at the age of 16 when the mother of my two children became pregnant with our first child; she wanted her mother to be their when our son was born, so we moved to San Diego, California, where her mom lived. I began working legally also at the age of 16, my first job being at Whataburger then McDonalds. My first run in with trouble began at the young age of 13. I just wanted to hang out and have fun. School was boring and never appealed to me; so I skipped school a lot.

I learned early that I could sell drugs and make my own money. When I did stay at school, I could be a good student when I wanted to be one. Most times I was disruptive during class, cursing the teachers and being a class clown. I just did not care. I hung out with like-minded people and made some very dumb decisions. I did whatever I wanted and no one could tell me anything. I made those decisions with no excuses; I came from a strong family that did not teach nor approve of the behavior I displayed.

I am the only child of my mother to be incarcerated. When I was younger I used to like stealing candy, and was caught a few times. I was charged with criminal trespassing and ordered not to return to the store, but I always would. Those type of decisions led me to be charged over the years with; illegal carrying of a weapon, drug possessions, assaults with deadly weapons, and my current charge of felon in possession of weapon. I served six years for the assault with deadly weapon (2009-2015), and I am serving three years for the felon in possession of a weapon; in which I have 20 months served as of now.

What has changed about me is; I do not hang with the wrong crowd anymore, I gave my life to Christ, read my Bible more, and I have helped people give their life to Christ also. Things that used to interest me no longer do. I have identified my hidden wounds, and I am rejecting passivity and am leading courageously. I want to preach on the same corners that I once sold dope on. I am in a whole new space internally, spiritually and emotionally. I no longer run with gangs, but am committed to Christ, my wife and son. I have changed because God has changed me, along with being in prison. I am sick and tired of my selfish actions.

My wife driving from San Antonio to Tennessee Colony, TX, to visit me; finding out that I have a son, and PEP with all it has to offer; has helped me to realize that I want to own my own business and be self-employed. I only want to work for myself, and I want the same for my wife, my children, and family. I have always been a good person with a big heart, and lots of integrity. I am instituting the 10 Driving Values into my life. I will be released to San Antonio, TX on January 1, 2021.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - Yes I can.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - No.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - I will be working beside my wife because it is a family business based off of love, family and food.
- Is there growth potential to expand my business, or is this a dying market?
  - Our company has a deep passion for cooking and serving people but one thing at a time but in the future we will expand.
- How soon can I get my business up and running?
  - Two years 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 would say both.
- Is this something I would be proud to share with my family and parole officer?
  - Yes it is something I am proud to share with my family. I plan to hire some family members and would invite my parole officer to come and try my food.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes, I believe it to be so.
- Would my business start as a part-time venture or need to be full time?
  - Full-time.

## **SOLUTION**

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- Is what I am offering filling the customer's real need?
  - Yes, especially if they are hungry.
- What are the benefits (not features) that I am providing?
  - Fast affordable food.
- Why can I do this better than another business (competitor)?
  - They do not have my dishes. They cannot bring what I bring nor do they have my work ethic.

- How will I deliver this better idea to my customers?
  - By showing up and being in the downtown area.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - Yes.
- Is my solution consistent with my passion for selling?
  - Yes it is.
- Is the price of my solution equal to or less than the customer's pain?
  - Yes.
- Is the approximate cost of my solution lower than the price?
  - Yes.
- 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, on both accounts.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - Our goal is to serve both equally.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - Although we do not pursue any particular age we will serve all ages equally.
- Does my customer need to be married, single or does it matter?
  - No.
- 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.)?
  - I am looking to serve customers who are tired of paying extreme amount of money for food.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - No they do not.
- Does my customer need to own specific assets (car, house, boat)?
  - No they do not.

**Location:**

- Where will I sell to my customers (their home, their workplace, on the street, online, my store, an event like trades day)?
  - In the downtown area, at various job sites and local colleges or catering opportunities.
- Do I go to my customer (home service) or does my customer come to me?
  - Both.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - N/A
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - They are tourists from all over.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - They will provide referrals.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - Either way.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - The likelihood that the customers will do repeat business with me is pretty high. I have good food and I treat my customers' right.

**DIFFERENTIATORS**

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<b>My Competitors</b>	<b>Direct or Indirect</b>	<b>Promotion</b>	<b>Price</b>	<b>Their Advantages</b>	<b>Their Disadvantages</b>	<b>My Differentiators</b>
King Krabs	Indirect	Social Media, Signs, Flyers	Varies	BYOB, Well Established	Food Truck, Not An Established Chain	New and Exciting, Innovative Meals
Maria's Taco's	Indirect	Social Media, Word Of Mouth	Varies	Well Established, Good Food	Food Truck, Not An Established Chain	Interactive Menu
Hard Rock Cafe	Indirect	Word Of Mouth, T.V. Ads	Varies	Well Established, Known Food Chain	High Prices, Loud Music	Special Deals
Rainforest Café	Indirect	Word Of Mouth	Varies	Well Established, Known Food Chain	Expensive, Food Not As Good	

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - No.
- Do you have access to a favorable location for your business?
  - Yes.
- Are you going to be the first company of your type in your chosen area operations?
  - Yes I am no one has the type of food that I have on my food truck.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - Yes because I have new creative dishes.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - Yes, because I plan to shut down my truck at 1 a.m.
- Are you an especially charming or personable person?
  - Yes I am charming. I am approachable and I am friendly. I am a very selfless, caring and observant person and I believe in serving people and treating people with respect and treating people the way I would live to be treated.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - It is speaking about new creative tasty food and a new experience.
- What is your tagline?
  - Come and get you a taste of Christians Creations, where it is a joy serving you.
- How does your name and tagline make you different than your competitors?
  - My tagline describes that it actually is a joy serving you and we want it to be a great experience.
- Can your message be effectively conveyed through multiple types of media?
  - It sure can!
- Is your message effective across different demographics?
  - Yes.
- Is your pricing consistent with the market for similar offerings?
  - Yes, but we will be offering half price appetizers with the purchase of a meal.
- Is your pricing consistent with the degree of personalization?
  - Yes.

**Media:**

- What are three types of media you will use to reach your customers?
  - Search engine optimization, mail chimp and the radio.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - 600 Customers.
- Once you've reached your typical customer, how many will actually buy from you?
  - I will be looking forward to doing business with 100-200 customers a day.
- For each of the three, what do you think the estimated cost will be?
  - \$200 dollars a month.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - It will be a recurring charge.
- How will you collect customer reviews?
  - I will have online reviews through Mail chimp.

## RESUME

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### **Christian**

1100 Hwy 1807

Venus, TX 76084

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

### **Experience**

#### ***Broil Cook***

2017-2018

Cook, Customer Service, Prep and Drive Thru worker

#### ***Cleaner***

2016-2017

Cleaned up offices

#### ***Waste Management***

2015

Trash man

### **Skills**

- **Inventory**
- **Trash man**
- **Broiler**
- **Cook**
- **Office Cleaning**
- **Register**

### **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.

#### ***Windham School District***

2018

Plumbing Vocation

#### ***OSHA Class***

2018

OSHA and NCCR Certified

Owner's name	Christian
Company name	Christian's Creations
<b>NAICS Business Classification</b>	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	722: Food Services and Drinking Places

**Start-up Costs  
Year 1**

**Assumption 4 - Total Uses**

<b>Non-Depreciable Costs</b>	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	200
car/truck down payment, if leased	
permits	100
supplies, office & misc.	100
Starting Inventory	1,000
Packaging	800
Insurance	500
Uniform	100

Cash needed for start-up expenses 3,300

<b>Depreciable Costs</b>	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	10,000	43,000	53,000
company trailer			
computer, printer, fax	500		500
	1,000		1,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	<u>11,500</u>	<u>43,000</u>	<u>54,500</u>

60 assumed life (months)  
908 monthly depreciation

**Total start up cost** 57,800

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	13,800	24%
Vehicle loan and other equipment debt (see note 7 for financing)	43,000	74%
Startup financing, if applicable (for example Kiva loan)	1,000	2%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<u><u>57,800</u></u>	100%



**Christian dba Christian's Creations**  
**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														
Burger Meal	6	-	5,495	5,495	5,495	5,495	5,495	5,495	5,495	5,495	5,495	5,495	5,495	60,445	46%
Krazi Curly Fries	6	-	3,196	3,196	3,196	3,196	3,196	3,196	3,196	3,196	3,196	3,196	3,196	35,156	27%
Sandwich Meal	6	-	3,297	3,297	3,297	3,297	3,297	3,297	3,297	3,297	3,297	3,297	3,297	36,267	28%
<b>Total revenue</b>		-	11,988	11,988	11,988	11,988	11,988	11,988	11,988	11,988	11,988	11,988	11,988	131,868	100%
Cost of Goods Sold	2														
Burger Meal	6	-	1,370	1,370	1,370	1,370	1,370	1,370	1,370	1,370	1,370	1,370	1,370	15,070	11%
Krazi Curly Fries	6	-	920	920	920	920	920	920	920	920	920	920	920	10,120	8%
Sandwich Meal	6	-	780	780	780	780	780	780	780	780	780	780	780	8,580	7%
<b>Total COGS</b>		-	3,070	3,070	3,070	3,070	3,070	3,070	3,070	3,070	3,070	3,070	3,070	33,770	26%
<b>Gross profit</b>		-	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	8,918	98,098	74%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	918	927	936	945	954	963	973	982	991	1,000	1,009	10,597	8%
Gasoline & fuels	-	-	250	250	250	250	250	250	250	250	250	250	250	2,750	2%
Insurance - bonding	-													-	0%
Insurance - vehicle	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	1%
Interest - equip & start up	7	-	215	213	217	214	211	207	204	201	198	195	192	2,266	2%
Marketing	500													500	0%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8	-	1,160	1,160	1,160	1,160	1,160	1,160	1,160	1,160	1,160	1,160	1,160	12,760	10%
Payroll taxes (9%)	6 & 8	-	104	104	104	104	104	104	104	104	104	104	104	1,148	1%
Permits	100													100	0%
Supplies	100													100	0%
Tax service	-	-	500			500			500			500		2,000	2%
Telephone - cellular	200		50	50	50	50	50	50	50	50	50	50	50	750	1%
Start-up expenses	2,400													2,400	2%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
<b>Total expenses</b>		3,300	3,347	2,854	2,867	3,373	2,879	2,885	3,391	2,897	2,903	3,409	2,915	37,022	28%
<b>Taxable profit (loss)</b>	1	(3,300)	5,571	6,064	6,051	5,545	6,039	6,033	5,527	6,021	6,015	5,509	6,003	61,076	46%
Tax (expense) benefit	1			(2,084)			(4,409)			(4,395)			(4,381)	(15,269)	-12%
Owner's withdrawals	1	-	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(33,000)	-25%
<b>Net profit (loss)</b>		(3,300)	2,571	981	3,051	2,545	(1,370)	3,033	2,527	(1,374)	3,015	2,509	(1,379)	12,807	10%
Depreciation	3	-	918	927	936	945	954	963	973	982	991	1,000	1,009	10,597	
Equipment purchases	3	(54,500)	(550)	(550)	(550)	(550)	(550)	(550)	(550)	(550)	(550)	(550)	(550)	(60,550)	
Principle, equipment loan	7	43,000	(498)	(500)	(503)	(505)	(508)	(510)	(513)	(515)	(518)	(520)	(523)	37,387	
Repay debt financing	7	1,000	-	-	(80)	(81)	(81)	(82)	(82)	(83)	(84)	(84)	(85)	258	
Owner contribution	3	13,800	-	-	-	-	-	-	-	-	-	-	-	13,800	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		-	2,441	857	2,854	2,354	(1,555)	2,854	2,354	(1,541)	2,854	2,354	(1,527)	14,299	
Cash, period start		-	-	2,441	3,298	6,152	8,506	6,951	9,805	12,159	10,618	13,472	15,826	-	
<b>Cash, period end</b>		-	2,441	3,298	6,152	8,506	6,951	9,805	12,159	10,618	13,472	15,826	14,299	14,299	