

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Joseph
Crawford's Diesel Services

Prison Entrepreneurship Program
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Crawford's Diesel Services

"Quality services to keep you trucking"

Business Plan
January 2020

Joseph Crawford
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>Since there is no competitor that offers air brake test/repairs, my shop will offer air brake test with every oil and tire change.</p>	<p>At Crawford's Diesel Services we provide quality, fast reliable services to keep truckers trucking and our highways safe.</p>	<p>My shop will be ten miles before the weigh station. If any infractions need to be modified my shop will perform them.</p>																																				
Customers	Differentiators	Extras																																				
<p>At Crawfords's Diesel Services we will service major trucking companies and owner operators and local drivers.</p>	<p>Will be the geographic area and I will be convenient with 24/7 roadside assistance.</p>	<p>I have a lifetime of experience with 18-wheelers. There is no problem i cannot solve. My CB radio traffic will be broadcasting the local state and county law enforcement speed traps to all truckers on Interstate 20.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>Free company logo hats with an oil and tire change, billboards and CB radio will be the marketing techniques we will use.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 893,000</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">682,000</td> <td style="text-align: right;">76%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">211,000</td> <td style="text-align: right;">24%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;">97,200</td> <td style="text-align: right;">11%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">113,700</td> <td style="text-align: right;">13%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">28,400</td> <td style="text-align: right;">3%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">44,000</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 41,200</u></td> <td style="text-align: right;"><u>5%</u></td> </tr> </table>	Sales:	\$ 893,000	100%	COGS	682,000	76%	Gross profit	211,000	24%	Overhead	97,200	11%	Pretax income	113,700	13%	Tax expense	28,400	3%	Owner withdrawals	44,000	5%	Net income	<u>\$ 41,200</u>	<u>5%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 10,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">49,100</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td style="text-align: right;">-</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;"><u>\$ 59,100</u></td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 10,000	Owner investment - equipment	49,100	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 59,100</u>	Plan Purpose:	Start-Up
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Personal Fit																																						

At Crawford's Diesel Services me and my employees are certified in welding, ASE level one and two and we specialize in air brakes. We have a family of lifetime experience servicing 18-wheelers with fast but quality service to keep truckers trucking.

PERSONAL FIT

My name is Joseph. I was born in Shreveport, Louisiana on May 28, 1991 to two of the greatest parents in the world. I was raised in Waskom, Texas, a small country town with no red lights on the Texas and Louisiana state line. My father Billy Crawford was a hardworking while my mother Donna Crawford stayed at home to raise me and my brothers and sisters. I had a great childhood and learned a lot but I am sad to say in my early teenage years I started to get involved in the criminal life. I spent a few years in juvenile detention. I failed to get a hold on my life and as I became an adult I continued to fail in life. With no high school diploma, it was hard to maintain employment so I fell back into the criminal world. On top of that, I was an alcoholic with a bad temper and I began to go downhill in life.

In 2014, I was incarcerated and sentenced to eight years in TDCJ. I began to realize what my actions had done to my life. I made a commitment to myself to find the true me and I eventually earned my GED. The first year I took Anger Management and Cognitive Intervention to help me with the issues I was going through. After I received my GED I took two trade courses to help me better my employment options. I got certified in Welding and level one Diesel Technician. I was so proud to receive both of these certificates.

I am grateful to have been accepted to PEP. I have matured and now my family trusts me. They have been a huge support for me. I plan to open my own Diesel shop with the values PEP has given me which will give me an opportunity to be successful and a law abiding citizen with integrity and dedication. I can overcome any obstacle in life and provide hard work for my company. With the love I have been shown. I plan to give back to my fellow PEP brothers. I want to restore my name with a positive note. I will be released in April 2022 to the Dallas, Texas area.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - Yes.
- 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 employ others.
- Is there growth potential to expand my business, or is this a dying market?
 - Yes.
- How soon can I get my business up and running?
 - I plan to open in 2024 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?
 - It will require a lot of capital to get started.
- 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.
- Would my business start as a part-time venture or need to be full time?
 - Full-time.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes.
- What are the benefits (not features) that I am providing?
 - Professional, Quality, Service and Convenience.
- Why can I do this better than another business (competitor)?
 - I do not have a competitor within a 30 mile radius.
- How will I deliver this better idea to my customers?
 - Billboards, referrals from companies and CB radio.
- 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.
- Is the price of my solution equal to or less than the customer's pain?
 - Equal but worth it because we work right the first time.
- Is the approximate cost of my solution lower than the price?
 - Lower because when you love what you do it is worth it.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - Yes.
- Do I offer a guaranty or return policy?
 - Both.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - We will serve both equally.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - My customers' will be truck drivers ranging between 18-45 years of age.
- Does my customer need to be married, single or does it matter?
 - It does not matter.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?

- That has no bearing in this business.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - My ideal customers are local and over the road professional drivers.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - My target customer will be big name brand trucking companies and owner operators.
- Does my customer need to own specific assets (car, house, boat)?
 - The assets of my target customer is a fleet of diesel.

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 service my customers at my shop.
- Do I go to my customer (home service) or does my customer come to me?
 - I will have a roadside assistance truck available.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - It does not matter.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - Does not matter due to the platform I am providing.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - Both.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - I would like to reach them in groups.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - I am confident that they will continue to come back for repeat business due to the fast and friendly customer service and quality products.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Flying J	Indirect	Billboards, Pamphlets & T-Shirts, TV	\$500	Branding Well Known	Crowded	Certified Skills, Specialize in Brakes, 24/7 Fast Service
Petro	Indirect	Billboards, Pamphlets & T-Shirts, TV	\$500	Quality Service & Good Food	Not 24/7 Operation	Certified Skills, Specialize in Brakes, 24/7 Fast Service
Kelly's	Indirect	Billboards, Pamphlets & T-Shirts, TV	\$450	Experience	No Roadside Assistance	Certified Skills, Specialize in Brakes, 24/7 Fast Service
TA	Indirect	Billboards, Pamphlets & T-Shirts, TV	\$500	Faster Service	Not Good Service	Certified Skills, Specialize in Brakes, 24/7 Fast Service
Love's	Indirect	Billboards, Pamphlets & T-Shirts, TV	\$500	Great Customer Service	Long Wait Times	Certified Skills, Specialize in Brakes, 24/7 Fast Service

EXTRAS

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.

Internal Extras:

- Do you have a new or cutting edge concept?
 - Yes.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - Most definitely.
- Are you an especially charming or personable person?
 - Yes.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - We trust in our skills to provide reliable services. We want to be a Household name & showcase true professionalism.
- What is your tagline?
 - Keeping truckers trucking.
- How does your name and tagline make you different than your competitors?
 - My name and tag line sticks because I do not have any competitors.
- 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.
- Is your pricing consistent with the degree of personalization?
 - Yes.

Media:

- What are three types of media you will use to reach your customers?
 - Billboard, Company Hats and CB Radio.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - 500 to 1000 customers monthly.
- Once you've reached your typical customer, how many will actually buy from you?
 - Around 2,000.
- For each of the three, what do you think the estimated cost will be?
 - Billboard (\$1,000 per month), Hats (\$1000) and CB radio (free).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - Recurring monthly charge.
- How will you collect customer reviews?
 - Yelp.com.

RESUME

Joseph

1100 Hwy 1807

Venus, TX 76084

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

Experience

Welding Fabricator

2017-2019

Replacing worn, rusted out trailers.

Diesel Technician

2018-2019

Overhauling diesel engines.

Diesel Technician

2018-2019

Changing diesel tires and oil on 18-wheelers.

Skills

- **Welding**
- **Diesel Technician**
- **Diesel Tire and Oil Change**
- **Heavy Equipment Operator**

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

2017-2018

AWS Welding Technology

Windham School District

2018-2019

ASE Level One and Two Diesel Technology

Joseph dba Crawford's Diesel Service
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														
Get er Done	6	-	52,500	59,500	59,500	63,000	63,000	63,000	70,000	70,000	70,000	70,000	70,000	710,500	80%
Keep er Shining	6	-	12,500	12,500	12,500	13,750	15,000	16,250	17,500	18,750	20,000	21,250	22,500	182,500	20%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	65,000	72,000	72,000	76,750	78,000	79,250	87,500	88,750	90,000	91,250	92,500	893,000	100%
Cost of Goods Sold	2														
Get er Done	6	-	45,000	51,000	51,000	54,000	54,000	54,000	60,000	60,000	60,000	60,000	60,000	609,000	68%
Keep er Shining	6	-	5,000	5,000	5,000	5,500	6,000	6,500	7,000	7,500	8,000	8,500	9,000	73,000	8%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	50,000	56,000	56,000	59,500	60,000	60,500	67,000	67,500	68,000	68,500	69,000	682,000	76%
Gross profit		-	15,000	16,000	16,000	17,250	18,000	18,750	20,500	21,250	22,000	22,750	23,500	211,000	24%
Expenses	2														
Auto or truck lease		4,200												4,200	0%
Depreciation	3	-	325	325	325	325	325	325	325	325	325	325	325	3,575	0%
Gasoline & fuels	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Insurance - bonding	-	-	75	75	75	75	75	75	75	75	75	75	75	825	0%
Insurance - vehicle	-	-	75	75	75	75	75	75	75	75	75	75	75	825	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Office - rent	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - insurance	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - telephone	-	-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Office - utilities	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	6%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	1%
Permits	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Supplies	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Tax service	-	-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Telephone - cellular	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Uniforms		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Tools		-	1,000	1,000	1,000	1,000	1,500	1,500	1,500	1,500	1,500	1,500	1,500	14,500	2%
Powerwasher		-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		4,600	8,107	8,107	8,107	8,107	8,607	8,607	8,607	8,607	8,607	8,607	8,607	97,277	11%
Taxable profit (loss)	1	(4,600)	6,893	7,893	7,893	9,143	9,393	10,143	11,893	12,643	13,393	14,143	14,893	113,723	13%
Tax (expense) benefit	1	-		(2,547)			(6,607)			(8,670)			(10,607)	(28,431)	-3%
Owner's withdrawals	1	-	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(4,000)	(44,000)	-5%
Net profit (loss)		(4,600)	2,893	1,347	3,893	5,143	(1,214)	6,143	7,893	(27)	9,393	10,143	286	41,292	5%
Depreciation	3	-	325	325	325	325	325	325	325	325	325	325	325	3,575	
Equipment purchases	3	(24,500)	-	-	-	-	-	-	-	-	-	-	-	(24,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	49,100	-	-	-	-	-	-	-	-	-	-	-	49,100	
Net cash flow		30,000	3,218	1,672	4,218	5,468	(889)	6,468	8,218	298	9,718	10,468	611	79,467	
Cash, period start		-	30,000	33,218	34,890	39,108	44,576	43,686	50,154	58,372	58,671	68,389	78,857	-	
Cash, period end		30,000	33,218	34,890	39,108	44,576	43,686	50,154	58,372	58,671	68,389	78,857	79,467	79,467	