

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Benny  
Super Shine Mobile Detail

Prison Entrepreneurship Program  
P.O. Box 926274  
Houston, TX 77292  
(832) 767-0928  
[www.pep.org](http://www.pep.org)

# *Super Shine Mobile Detail*

*“Have no fear because Super Shine is here”*

Business Plan  
January 2020

*Benny*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>People have busy schedules and unable to go to a shop to get their vehicle detailed.</p>	<p>Super Shine is here to service and provide our customers with quality and professional work for their vehicles.</p>	<p>Automobile detailing means I will come to them whether they are at work or home.</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>Car lots and apartment complex building office with the permission from the office building manager</p>	<p>We offer an on-call service.</p>	<p>My concept is to wash and detail your vehicle wherever you may be located at within 5 miles of my location.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>Facebook/ fliers/ business cards and providing service for small fundraisers</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 102,500</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">-</td> <td style="text-align: right;">0%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right; border-top: 1px solid black;">102,500</td> <td style="text-align: right; border-top: 1px solid black;">100%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right; border-top: 1px solid black;">21,400</td> <td style="text-align: right; border-top: 1px solid black;">21%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">81,100</td> <td style="text-align: right;">79%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">20,200</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">-</td> <td style="text-align: right;">0%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-top: 1px solid black; border-bottom: 3px double black;">\$ 60,800</td> <td style="text-align: right; border-top: 1px solid black; border-bottom: 3px double black;">59%</td> </tr> </table>	Sales:	\$ 102,500	100%	COGS	-	0%	Gross profit	102,500	100%	Overhead	21,400	21%	Pretax income	81,100	79%	Tax expense	20,200	20%	Owner withdrawals	-	0%	Net income	\$ 60,800	59%	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 14,600</td> </tr> <tr> <td>Owner investment - equipment</td> <td style="text-align: right;">10,000</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><b>Total start up costs:</b></td> <td style="text-align: right; border-top: 1px solid black; border-bottom: 3px double black;"><b>\$ 24,600</b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 14,600	Owner investment - equipment	10,000	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total start up costs:</b>	<b>\$ 24,600</b>	<b>Plan Purpose:</b>	Start-Up
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	<b>Personal Fit</b>																																					

I have made a commitment to myself that I am going to do something different with my life. I will not keep putting myself nor my family through that headache and pain anymore.

## **PERSONAL FIT**

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I was born in Dallas, TX, on April 25, 1970. I am the youngest of six children born to a single mother who was a very hard working women; she made sure my siblings and I had what we needed. I grew up in a low-income community, which played a major part in my up-bring. I loved school, but in my tenth grade year I gave up school and took to the streets.

I began seeing to my own needs; buying my own cloths and feeding myself. I then moved from my mother's home into my own home, paying bills with drug money I was making. I know it was not the right thing to do, but that was the life style I wanted to live. I made a bad decision on July 17, 2013, and was charged and convicted of robbery; sentenced to eight years, in which I have six years served as of now.

Today I can say I have made a drastic change in my life by being patient and seeking the Lord. I truly believe that God has his hands on me, and in recognition of that, it humbles me. Now that my mother is no longer with me physically, but spiritually, I know that she's watching down on me. I had the chances to do right, but I was hooked on the fast money and chose to continue in my wrong doing.

I have made the decision to commit to doing better and to want to do better for myself. I now accept the responsibility of a man, and I have put my past behind me; I am moving forward, truly tired of doing things for nothing. I will no longer place myself in this position to have to depend on someone else to feed me and support me financially. I am becoming older not younger.

My plan is to complete the program and utilize everything I gained from this hand up; so I can start my mobile detailing business upon my release. I now know and understand the importance of my success is not just on my shoulders; but on the shoulders of everyone that loves me. I am committed to establishing and applying myself to righteous principles, and to leaving a legacy behind for my children and grandchildren.

## **OPPORTUNITY**

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- Can I solve the problem given my skills and personality?
  - Yes, with my 20 plus years of experience in detailing.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - Our main focus is to maintain a great quality shine on our client's vehicles.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - Yes I will be willing to hire good help to maintain quality.
- Is there growth potential to expand my business, or is this a dying market?
  - The potential in the market is great which will allow me to expand my business.
- How soon can I get my business up and running?
  - I will be up and running within 2yrs after being released.

- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
  - My business is a low startup cost.
- Is this something I would be proud to share with my family and parole officer?
  - Yes I will definitely share with my family and friends.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes I believe it would.
- Would my business start as a part-time venture or need to be full time?
  - This will be a full time venture for me.

## **SOLUTION**

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- Is what I am offering filling the customer's real need?
  - Yes, my service will be convenient for busy customers not able to take their vehicle to shops.
- What are the benefits (not features) that I am providing?
  - I am providing confidence were they will be assured their vehicles will look great with no loss of time.
- Why can I do this better than another business (competitor)?
  - I have a unique and natural way of detailing.
- How will I deliver this better idea to my customers?
  - I trust in the word of mouth, network, and social media.
- 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 my passion attracts new customers to something new and never seen before.
- Is the price of my solution equal to or less than the customer's pain?
  - Equal but definitely worth the pay.
- Is the approximate cost of my solution lower than the price?
  - Yes lower especially when you love the work you do.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - No this is a mobile service.
- Do I offer a guaranty or return policy?
  - Yes if not pleased with the job you will not be charged.

## **CUSTOMERS**

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### **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)?
  - Old enough to own a vehicle.
- Does my customer need to be married, single or does it matter?
  - No does not matter.
- 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.)?
  - My ideal customers will be business workers and car lot owners.

**Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - No.
- Does my customer need to own specific assets (car, house, boat)?
  - Yes must own a car.

**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 travel to my customer's workplace or their home.
- Do I go to my customer (home service) or does my customer come to me?
  - I go to my customers.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - I will target customers in the suburbs.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - My customers will ideally live within a 20 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - They will easily come one at a time.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I will reach out to customers individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - I am confident they will use my service multiple times.

***If Doing Business to Business Operations (Optional):***

- Am I selling to a wholesaler, retailer or does it matter?
  - I am dealing with all people.
- What industry is my customer in?
  - Any business or car dealership.
- What size customer do I want to serve (large/small, single/multiple locations)?
  - I will deal with both large and small.
- Will my customer require special insurance (construction bonding, liability insurance)?
  - Yes.
- Does my customer require 24/7 service?
  - No.
- Do I have the capacity to meet the customer's demands?
  - Yes.
- Will the size of a customer allow me to develop other clients or will I be hostage to one company?
  - I will be able to develop customer needs.

**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>
Service station carwash	Direct	Radio	Low	High visibility	Not focused	I have great time management/always stocked up on excellent product and equipment
Good Lucks carwash	Direct	Facebook	Low	High visibility	Always out of service	I have great time management/always stocked up on excellent product and equipment
Pull in car wash	Direct	Flyers	Low	High visibility	Not enough time	I have great time management/always stocked up on excellent product and equipment

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - Yes Service King Detailing.
- Do you have access to a favorable location for your business?
  - No I am mobile I travel to my customer.
- Are you going to be the first company of your type in your chosen area operations?
  - No not the first in the Houston area.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - No.
- 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**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - We trust in our skills to connect our customers with us and we are creative and dedicated.
- What is your tagline?
  - We make it our business to include your business.
- How does your name and tagline make you different than your competitors?
  - It shows that Super Shine Mobile Detail has a personal commitment.
- Can your message be effectively conveyed through multiple types of media?
  - Yes.
- Is your message effective across different demographics?
  - Yes range is not a problem.
- Is your pricing consistent with the market for similar offerings?
  - Yes my prices are premium.
- Is your pricing consistent with the degree of personalization?
  - Yes every job will be different from another.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Social media, Facebook flyers, and business cards.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - To gain about 10-15 businesses a month.
- Once you've reached your typical customer, how many will actually buy from you?
  - 5-10 businesses.
- For each of the three, what do you think the estimated cost will be?
  - Business cards and flyers will cost (\$250).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Every 6 months for business cards and flyers.
- How will you collect customer reviews?
  - Twitter, Facebook, and with family and friends.

## RESUME

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### **Benny**

1100 Hwy 1807

Venus, TX 76084

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

### **Experience**

#### ***Electrician***

1997-1999

Wiring houses and commercial buildings

#### ***Metro Pole***

2000- 2002

Set Telephone pole throughout the city

#### ***Tolman Temp City of Dallas***

1995-1997

Cleaned and maintained city parks

#### ***Maintenance of Dallas***

1990-1991

Cleaned Love Field Airport

### **Skills**

- **Running feed**
- **HVAC**
- **Auto detailer**
- **Leadership**
- **Concrete cutter operator**
- **Mechanic**
- **People person**

### **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.

#### ***James Madison High***

1984-1986

GED

Owner's name Benny  
 Company name Super Shine Mobile Detail

**NAICS Business Classification**

Sector (general classification) \_81\_Other\_Services\_except\_Public\_Administration  
 Sub-sector (more specific classification) 812: Personal and Laundry Services

**Start-up Costs  
Year 1**

**Assumption 4 - Total Uses**

<b>Non-Depreciable Costs</b>	Paid or contributed in Month 1
marketing, business cards, fliers	300
cell phone purchase	200
car/truck down payment, if leased	
permits	2,000
supplies, office & misc.	1,000
Detail King Supply Package	3,500
<b>Cash needed for start-up expenses</b>	<b>7,000</b>

<b>Depreciable Costs</b>	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	6,000		6,000
company trailer	6,500		
computer, printer, fax	100		100
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	5,000	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>17,600</b>	<b>-</b>	<b>6,100</b>

60 assumed life (months)  
 102 monthly depreciation

**Total start up cost** **24,600**

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	14,600	59%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable	10,000	41%
<b>Total start up cost, total sources</b>	<b>24,600</b>	<b>100%</b>



**Benny dba Super Shine Mobile Detail**  
**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														
Basic Package	6	-	3,375	3,375	3,375	3,375	3,375	3,375	3,420	3,375	3,375	3,375	3,375	37,170	36%
Premium Package	6	-	1,520	1,520	1,900	2,090	2,090	2,280	2,280	2,375	2,375	2,660	2,660	23,750	23%
Residential Package	6	-	2,000	2,000	2,000	2,800	2,800	4,000	4,000	5,000	5,000	6,000	6,000	41,600	41%
<b>Total revenue</b>		-	6,895	6,895	7,275	8,265	8,265	9,655	9,700	10,750	10,750	12,035	12,035	102,520	100%
Cost of Goods Sold	2														
Basic Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Premium Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Residential Package	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Gross profit</b>		-	6,895	6,895	7,275	8,265	8,265	9,655	9,700	10,750	10,750	12,035	12,035	102,520	100%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	102	102	102	102	102	102	102	102	102	102	102	1,118	1%
Gasoline & fuels	-	-	350	350	350	350	350	350	350	350	350	350	350	3,850	4%
Insurance - bonding	-													-	0%
Insurance - vehicle	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	300			200				200				200		900	1%
Office - rent	-													-	0%
Office - insurance	-													-	0%
Office - telephone	-													-	0%
Office - utilities	-													-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits	2,000													2,000	2%
Supplies	1,000		1,800			1,800			1,800			1,800		8,200	8%
Tax service	-													-	0%
Telephone - cellular	200		50	50	50	50	50	50	50	50	50	50	50	750	1%
Start-up expenses	3,500		-	-	-	-	-	-	-	-	-	-	-	3,500	3%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
														-	0%
<b>Total expenses</b>		7,000	602	2,402	802	602	2,402	602	802	2,402	602	602	2,602	21,418	21%
Taxable profit (loss)	1	(7,000)	6,293	4,493	6,473	7,663	5,863	9,053	8,898	8,348	10,148	11,433	9,433	81,102	79%
Tax (expense) benefit	1			(947)			(5,000)			(6,575)			(7,754)	(20,275)	-20%
Owner's withdrawals	1	-												-	0%
<b>Net profit (loss)</b>		(7,000)	6,293	3,547	6,473	7,663	863	9,053	8,898	1,773	10,148	11,433	1,680	60,826	59%
Depreciation	3	-	102	102	102	102	102	102	102	102	102	102	102	1,118	
Equipment purchases	3	(12,600)	-	-	-	-	-	-	-	-	-	-	-	(12,600)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	14,600	-	-	-	-	-	-	-	-	-	-	-	14,600	
Equity investor	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
<b>Net cash flow</b>		5,000	6,395	3,648	6,575	7,765	965	9,155	9,000	1,875	10,250	11,535	1,781	73,945	
Cash, period start		-	5,000	11,395	15,043	21,618	29,383	30,348	39,503	48,503	50,378	60,628	72,163	-	
<b>Cash, period end</b>		5,000	11,395	15,043	21,618	29,383	30,348	39,503	48,503	50,378	60,628	72,163	73,945	73,945	