

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Anthony
His and Hers Special Occasions

Prison Entrepreneurship Program
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His and Hers Special Occasions

“Days planned out, just give us a shout”

Business Plan
January 2020

Anthony
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p style="text-align: center;">Provide people with good romantic or event ideas in the San Antonio area.</p>	<p style="text-align: center;">Our mission here at His & Hers Special Occasion is to be available and make life a little better and convent as we assist our customers with up to date events and top notch service at your demand. We operate with integrity and loyalty at the front of our mission.</p>	<p style="text-align: center;">Last minute planning New to the San Antonio area and would like information or guidance.</p>																																				
Customers	Differentiators	Extras																																				
<p style="text-align: center;">San Antonio locals Ages 18 + Anyone in the San Antonio area.</p>	<p style="text-align: center;">I am very familiar with events and services being offered in San Antonio.</p>	<p style="text-align: center;">Contract with restaurants and other event services We have committed and advanced in doing business with our company.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p style="text-align: center;">Word of Mouth Social Media Personal Website Fliers at Various Locations</p>	<table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%;">Sales:</td> <td style="width: 20%; text-align: right;">\$ 129,200</td> <td style="width: 40%; text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">34,600</td> <td style="text-align: right;">27%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right; border-top: 1px solid black;">94,500</td> <td style="text-align: right; border-top: 1px solid black;">73%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;">23,400</td> <td style="text-align: right;">18%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right; border-top: 1px solid black;">71,100</td> <td style="text-align: right; border-top: 1px solid black;">55%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">17,700</td> <td style="text-align: right;">14%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">29,000</td> <td style="text-align: right;">22%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right; border-top: 1px solid black; border-bottom: 3px double black;">\$ 24,300</td> <td style="text-align: right; border-top: 1px solid black; border-bottom: 3px double black;">19%</td> </tr> </table>	Sales:	\$ 129,200	100%	COGS	34,600	27%	Gross profit	94,500	73%	Overhead	23,400	18%	Pretax income	71,100	55%	Tax expense	17,700	14%	Owner withdrawals	29,000	22%	Net income	\$ 24,300	19%	<table border="0" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Owner investment - cash</td> <td style="width: 30%; text-align: right;">\$ 5,900</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;">4,000</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; border-top: 1px solid black; border-bottom: 3px double black;">\$ 9,900</td> </tr> <tr> <td>Plan Purpose:</td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 5,900	Owner investment - equipment	-	Vehicle and/or equipment loan	4,000	Start up financing	-	Total start up costs:	\$ 9,900	Plan Purpose:	Start-Up
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Personal Fit																																						

I have a strong desire to assist people with needs in guidance of event. I am born and raised in San Antonio and am very familiar with the area. I would like to be of some help to people who are not familiar with area.

PERSONAL FIT

My name is Anthony. I was born and raised in San Antonio, Texas to the lovely parents of Marina Martinez and Charles. I have three older brothers and a younger sister I also have an older sister on my dad's side. My parents were never married and split up some time in the late 90's. My father's addiction to drugs was the cause of their split.

So my mother was left to support and raise five kids alone we lived in section 8 housing from the time I was eight years old until I was 15-years-old. My mother spent a lot of her time working, at times she worked two jobs to make ends meet to support the needs for me and my siblings. So there was a lot of times where we had to go stay with family members cause we were not old enough to be at the house by our self's for long periods of time where my mother worked.

Growing up school was always a struggle for me with a learning disability at a very young age all my school years up until my high school years were lived with this embarrassment because I did not know as much as the other kids or I could not learn as well as the other kids. That is what brought me to the behavior problems I started having acting out in a negative manner to take the focus off the embarrassment I was feeling throughout school. I then began to experiment with the use of alcohol and marijuana at the age of 10. By the time I was 11-years for burglary of a building. That was the start of my ongoing criminal pattern. By the time I was 13-years old with the help of my three older brothers, my mother was forced to move out of our apartment by eviction due to countless police reports and complaints to the housing authority's office for delinquent conduct. With nowhere else to go my mother took my sister and moved in with her sister while my brothers and I had to find our own place of shelter since we were already teenagers. At this time I moved in with an older friend and since he was into selling drugs along with everyone else in my neighborhood I automatically found myself selling drugs as well.

Supporting myself was a great feeling. At the age of 14 through 15 I was locked up in juvenile on charges of evading arrest, to possession of controlled substance. By age 16 I was locked up and sent to T.Y.C. where I stayed for 9-months. I was released in 2003. Only to return for two more possessions this time I was an adult. At age 17 I was sentenced to 5-years T.D.C.J I did 2-years and was released once again. Where I got connected with an old girlfriend ended up getting into a dispute with her kids dad that ended up with me shooting him. As a result I was charged with aggravated assault with a deadly weapon and sentenced to 15-years T.D.C.J where I have been for the past 12 ½ years and counting.

There a saying "if you've always did what you've always done, you'll always get what you've always gotten" well I'm fed up with the results I have been getting all my life. So change is inevitable for me and if you are reading this then I have to be on the right track. I have made so many positive goals over the years with the help of PEP. I now have a plan for success. My life is about to change and due to one of PEP's 10-driving values being fresh-start outlook I know this opportunity will not be in vain. I will be released on February 22, 2022.

OPPORTUNITY

- Can I solve the problem given my skills and personality?
 - Yes, with the experience of a steady relationship for years, I believe I can skillfully accomplish my mission of making customers happily satisfied.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
 - Most of my customers are looking for a way to satisfy their mates with unique gifts that are affectionately thoughtful; we have that solution.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
 - Starting off, it will be solely owner operated; by myself.
- Is there growth potential to expand my business, or is this a dying market?
 - Yes, there is plenty of room to grow.
- How soon can I get my business up and running?
 - Within two to three years of 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 definitely require a lot of hustle from me, but star-up is not extremely high.
- Is this something I would be proud to share with my family and parole officer?
 - Yes, it is positive and sincere; not only will my family support it, the community will as well.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
 - Yes, it will be in line with parole stipulations.
- Would my business start as a part-time venture or need to be full time?
 - It will be part-time for me as I will be working another job to gain more income to add to the successfulness of the business.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes, I will help a lot of my customers please their mates.
- What are the benefits (not features) that I am providing?
 - Stronger and longer healthy relationships between mates.
- Why can I do this better than another business (competitor)?
 - I am not only knowledgeable about the importance of a healthy household, but I am passionate about helping families/couples stay together happily.
- How will I deliver this better idea to my customers?
 - I will use the social media platform for the deliverance of this idea.
- 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 deliver as efficiently possible as I can while maintaining quality of production.

- Is my solution consistent with my passion for selling?
 - Yes my passion for selling happiness and providing a solution is in line one behind the other.
- Is the price of my solution equal to or less than the customer's pain?
 - The price offered will be worth it and will soothe any pain previously felt.
- Is the approximate cost of my solution lower than the price?
 - No, it is actually in perfect balance.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - I will have a store front and will be mobile at times.
- Do I offer a guaranty or return policy?
 - Yes, we aim to please our customers.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - It will appeal to both, but men probably will be my main customer as they will use my business to cater to their wives.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - Between the ages 18 to 50.
- Does my customer need to be married, single or does it matter?
 - Most customers will probably be involved with someone they want to please.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - Neither, though English and Spanish will the primary language being used.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - My business will be appealing to regular everyday people.

Income:

- Does my customer need a certain income (rich, middle class, poor)?
 - My customers income level does not matter, they simply need be able to afford what they want to purchase.
- Does my customer need to own specific assets (car, house, boat)?
 - Customers' assets will not be of concern.

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 sell to my customers mainly online.
- Do I go to my customer (home service) or does my customer come to me?
 - Customers will be coming to me, but I will be mobile as well.

- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - My customer will be spread all over the San Antonio area.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - They will be all over the city.
- How easily can I find this customer (one at a time or they will provide referrals)?
 - I will find them one at a time through customer referrals and in groups through advertisements.

Other:

- Can I reach these individuals as a group or do I need to find and sell to them individually?
 - Both methods will be just fine.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - I know most customers will be satisfied with my service and will return again.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Eatables	Indirect	TV & Websites	High	Online presence.	They only do Eatables	Experience and great customer service.
Best Memories Ever	Indirect	Magazines, TV, & social media.	High	Have a variety of options.	Long waiting periods.	Lower prices.
Open Table	Indirect	Websites.	Low	Well established.	Poor customer service.	More options.
Happy Faces & Move	Direct	Newspapers & flyers.	Low	Low cost.	Small market.	Unique style.

EXTRAS

External Extras:

- Do you have a connection with a supplier in your industry?
 - Not at this time.
- 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?
 - No, I will be the third.

Internal Extras:

- Do you have a new or cutting edge concept?
 - At this moment I do not, but I will constantly be seeking one to place my business at the top.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - I will be looking for such opportunities as my business get rolling, and will fill in whatever gape there may be.
- Are you an especially charming or personable person?
 - I believe so.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - We perform special occasions for him and her.
- What is your tagline?
 - If you need the day planned out just give us a shout.
- How does your name and tagline make you different than your competitors?
 - My tagline tells what my business offers as service.
- Can your message be effectively conveyed through multiple types of media?
 - Yes, my message will easily be conveyed through multiple types of media.
- 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?
 - Facebook, Instagram and Twitter.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - I hope to reach at least 50 people using these methods.
- Once you've reached your typical customer, how many will actually buy from you?
 - I hope everyone.
- For each of the three, what do you think the estimated cost will be?
 - All of my advertising are virtually free promotions.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - This is nonexistent due to the forms of marketing being virtually free.
- How will you collect customer reviews?
 - I plan to collect by online reviews and hand out questionnaires.

RESUME

Anthony

1100 Hwy 1807

Venus, TX 76084

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

Experience

IHOP

2006-2008

Dish Washer and Bus Boy

Lawn Service

2017-2018

Cut Grass and Maintained Yards

Food Service

2011-2014

Waiter

Janitor

2018-2019

Sweep, Mop and Clean Windows

Skills

- **Auto A/C**
- **Food Server**
- **Landscaping**
- **Janitor**

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

2013

GED

Windham School District

2003

Auto A/C Trade

Owner's name Anthony
 Company name His and Her Special Occasion

NAICS Business Classification

Sector (general classification) _71_Arts_Entertainment_and_Recreation
 Sub-sector (more specific classification) 711: Performing Arts, Spectator Sports, and Related Industries

**Start-up Costs
Year 1**

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	1,500
cell phone purchase	500
car/truck down payment, if leased	3,000
permits	200
supplies, office & misc.	200
Cash needed for start-up expenses	5,400

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van		4,000	4,000
company trailer			
computer, printer, fax	500		500
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	500	4,000	4,500
			60 assumed life (months)
			75 monthly depreciation

Total start up cost **9,900**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	5,900	60%
Vehicle loan and other equipment debt (see note 7 for financing)	4,000	40%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	9,900	100%

**Anthony dba His and Her Special Occasion
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														
Service	6	-	3,000	6,000	6,000	9,000	9,000	9,000	9,000	12,000	12,000	12,000	15,000	102,000	79%
Transportation	6	-	800	1,600	1,600	2,400	2,400	2,400	2,400	3,200	3,200	3,200	4,000	27,200	21%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	3,800	7,600	7,600	11,400	11,400	11,400	11,400	15,200	15,200	15,200	19,000	129,200	100%
Cost of Goods Sold	2														
Service	6	-	900	1,800	1,800	2,700	2,700	2,700	2,700	3,600	3,600	3,600	4,500	30,600	24%
Transportation	6	-	120	240	240	360	360	360	360	480	480	480	600	4,080	3%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	1,020	2,040	2,040	3,060	3,060	3,060	3,060	4,080	4,080	4,080	5,100	34,680	27%
Gross profit		-	2,780	5,560	5,560	8,340	8,340	8,340	8,340	11,120	11,120	11,120	13,900	94,520	73%
Expenses	2														
Auto or truck lease		3,000	300	300	300	300	300	300	300	300	300	300	300	6,300	5%
Depreciation	3	-	75	75	75	75	75	75	75	75	75	75	75	825	1%
Gasoline & fuels		-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Insurance - bonding		-	200	200	200	200	200	200	200	200	200	200	200	2,200	2%
Insurance - vehicle		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Interest - equip & start up	7	-	27	26	25	24	23	21	20	19	18	17	16	236	0%
Marketing		1,500												1,500	1%
Office - rent		-	500	500	500	500	500	500	500	500	500	500	500	5,500	4%
Office - insurance		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Office - telephone		-	40	40	40	40	40	40	40	40	40	40	40	440	0%
Office - utilities		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		200	300	300	300	300	300	300	300	300	300	300	300	3,500	3%
Supplies		200												200	0%
Tax service		-												-	0%
Telephone - cellular		500	100	100	100	100	100	100	100	100	100	100	100	1,600	1%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		5,400	1,642	1,641	1,640	1,639	1,638	1,636	1,635	1,634	1,633	1,632	1,631	23,401	18%
Taxable profit (loss)	1	(5,400)	1,138	3,919	3,920	6,701	6,702	6,704	6,705	9,486	9,487	9,488	12,269	71,119	55%
Tax (expense) benefit	1	-	-	-	-	(4,246)				(5,723)			(7,811)	(17,780)	-14%
Owner's withdrawals	1	-	(1,000)	(2,000)	(2,000)	(3,000)	(2,000)	(3,000)	(3,000)	(2,000)	(3,000)	(6,000)	(2,000)	(29,000)	-22%
Net profit (loss)		(5,400)	138	1,919	1,920	3,701	457	3,704	3,705	1,762	6,487	3,488	2,458	24,340	19%
Depreciation	3	-	75	75	75	75	75	75	75	75	75	75	75	825	
Equipment purchases	3	(4,500)	-	-	-	-	-	-	-	-	-	-	-	(4,500)	
Principle, equipment loan	7	4,000	(154)	(155)	(156)	(157)	(158)	(159)	(161)	(162)	(163)	(164)	(165)	2,246	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	5,900	-	-	-	-	-	-	-	-	-	-	-	5,900	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	59	1,839	1,839	3,619	374	3,619	3,619	1,676	6,399	3,399	2,368	28,810	
Cash, period start		-	-	59	1,898	3,737	7,356	7,730	11,349	14,968	16,644	23,043	26,442	-	
Cash, period end		-	59	1,898	3,737	7,356	7,730	11,349	14,968	16,644	23,043	26,442	28,810	28,810	