

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Santos III  
All About Moving

Prison Entrepreneurship Program  
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[www.pep.org](http://www.pep.org)

# *All About Moving*

*“When you need to get it done, get it done right”*

Business Plan  
January 2020

*Santos III*  
Owner & Founder

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**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>Right now in the moving industry there is a lack of protection of your furniture along with people stealing your property. The moving industry is a competitive market. However, there is a lack of insurance on property.</p>	<p>Here at All About Moving, we offer a high quality moving solution in every aspect ranging from customer service to delicate handling of your property. We demonstrate our core values such as integrity to our customers.</p>	<p>We will provide the extension of moving supplies and GPS tracking device.</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>Residential homes, apartment complex that range in the all levels of income classes.</p>	<p>Implementation of a GPS tracking system device so that our customers can monitor and track their property.</p>	<p>Important portfolio for potential customers in the moving industry.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>Engaging digital and social media (website, Facebook page and ads, Google my Business), coupon deals, Flyers, Email marketing.</p>	<table border="0"> <tr> <td>Sales:</td> <td style="text-align: right;">\$ 264,700</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>COGS</td> <td style="text-align: right;">114,500</td> <td style="text-align: right;">43%</td> </tr> <tr> <td>Gross profit</td> <td style="text-align: right;">150,200</td> <td style="text-align: right;">57%</td> </tr> <tr> <td>Overhead</td> <td style="text-align: right;">20,700</td> <td style="text-align: right;">8%</td> </tr> <tr> <td>Pretax income</td> <td style="text-align: right;">129,400</td> <td style="text-align: right;">49%</td> </tr> <tr> <td>Tax expense</td> <td style="text-align: right;">32,300</td> <td style="text-align: right;">12%</td> </tr> <tr> <td>Owner withdrawals</td> <td style="text-align: right;">33,000</td> <td style="text-align: right;">12%</td> </tr> <tr> <td>Net income</td> <td style="text-align: right;"><u>\$ 64,000</u></td> <td style="text-align: right;"><u>24%</u></td> </tr> </table>	Sales:	\$ 264,700	100%	COGS	114,500	43%	Gross profit	150,200	57%	Overhead	20,700	8%	Pretax income	129,400	49%	Tax expense	32,300	12%	Owner withdrawals	33,000	12%	Net income	<u>\$ 64,000</u>	<u>24%</u>	<table border="0"> <tr> <td>Owner investment - cash</td> <td style="text-align: right;">\$ 9,550</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;">-</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;"><u><u>\$ 9,550</u></u></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td style="text-align: right;">Start-Up</td> </tr> </table>	Owner investment - cash	\$ 9,550	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total start up costs:</b>	<u><u>\$ 9,550</u></u>	<b>Plan Purpose:</b>	Start-Up
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<b>Personal Fit</b>																																						

**As owner and operator of All About Moving were you need to get it done, you get it done right. We offer a high quality moving solution in every aspect ranging from customer service to delicate handling of your property. We demonstrate our core values such as integrity to our customers.**

## PERSONAL FIT

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My name is Santos III. I was born on November 27, 1983 in Corpus Christi, Texas. I come from a strong, stable household. I have a supportive family and I thank God that I still have both parents in my life. I am the oldest of three brothers and I am grateful to have a wonderful family. My father is a hard working individual, he welded his entire life until a shoulder injury forced him to stop. Now he has had three major shoulder surgeries due to the accident, unfortunately his shoulder has not been the same. My mother is a very dedicated and loving woman that will do anything for her family. She is a secretary for the Corpus Christi Independent School Board and she takes pride in her work. I am proud to say that I have a loving and supportive family that kept me moving in the right direction. They taught me about respect, to be a great man and to be successful in life.

When I was 11 years old, I started to use drugs for recreational purposes. I was not really a trouble maker throughout my middle school years but I was developing a bad attitude by the time I was 13 years old. I started smoking until it was an everyday thing. At 16, I had my first experience going to jail for a Misdemeanor Possession of Marijuana which I received community service for. That is when the trouble began. My anger and pride started to develop more. I began hanging around the bad crowd that was involved in gangs. Drugs were a big part of my life, I began using to make the pain that distancing myself from my family created. I was stealing to support my habit and I was doing it every day. The trouble I got myself into was getting worse, my anger only exacerbated the situation. I was still a good kid but I knew that I needed to change my negative thoughts. I was supposed to get married to a beautiful woman and I felt it in my heart that I was making the right choice but I was still hooked on drugs. I am a proud father of two beautiful girls and I cannot stand the thought of them growing up with a drug addict father. Well I ended up getting arrested for Aggravated Assault with a Deadly Weapon; I received a 5 year sentence. That is when I had nothing and hit rock bottom. I lost my family and my friend.

This is my first time ever being incarcerated and I really did not know what to expect when I first stepped into prison and I automatically got into a gang and let my anger issues lead the way. I was not trying to hear reason from anybody. I was a mess and it was affecting me badly to the point where I had to change my way of thinking. Turning negative thoughts into a positive. On February 23, 2018 is the day I gave my life to Christ. I knew right then and there I made the right decision. Most of all I felt Gods presence within me and the next day God took all my worries and anxiety's. There was still something going on, I was still hanging around a bad crowd. I prayed for God to be with me and I told everyone that I am no longer a gang member; but a child of God. I thank him for giving me a second chance to be alive. For seeing how precious life is, because I took life for granted. It took me coming to prison to realize my wrongs and I admit I am glad I came to prison so I could see what was really wrong with me. Now that I have a fresh start outlook, I can make my life and my children's life better. I will strive for excellence and never settle for less.

## OPPORTUNITY

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- Can I solve the problem given my skills and personality?
  - My 17yrs in the moving industry has taught me the ability to satisfy our customers.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - Our main focus is to have a professional move and to gain the trust of our customer.
- 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 the main principal and will be overlooking the jobs. I will also obtain men with talent that represents our business and core values.
- Is there growth potential to expand my business, or is this a dying market?
  - My company has great potential to expand from my area to multiple cities and states.
- How soon can I get my business up and running?
  - I will have my business up and running 6 months 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?
  - This is a low costing venture with great profit.
- Is this something I would be proud to share with my family and parole officer?
  - Yes my family is with me 100%.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - Yes I believe so.
- Would my business start as a part-time venture or need to be full time?
  - This will be a full-time venture. I will be dedicating my time and energy to this business to get it up and running.

## SOLUTION

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- Is what I am offering filling the customer's real need?
  - Insurance is very important to show customers that our company will insure the safety of their furniture.
- What are the benefits (not features) that I am providing?
  - The best professional move with the protection of their furniture and to show the customer we care and dedicate our time in what we do.
- Why can I do this better than another business (competitor)?
  - Provide proper equipment and show we take pride in what we do
- How will I deliver this better idea to my customers?

- By going to every apartment complex and leave fliers and gain referrals from U-Haul and Budget.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - We will be required to travel.
- Is my solution consistent with my passion for selling?
  - Yes we take pride in our work and have fun moving your furniture.
- Is the price of my solution equal to or less than the customer's pain?
  - The cost of the solution is equal.
- Is the approximate cost of my solution lower than the price?
  - N/A.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - I will work out of my house.
- Do I offer a guaranty or return policy?
  - I will offer insurance for your property.

## **CUSTOMERS**

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### **Demographics:**

- Will my service have different appeal to men versus women?
  - There is no difference in the gender.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - The age range will be 21yrs-75yrs of age.
- Does my customer need to be married, single or does it matter?
  - Does not apply.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
  - It will not affect business.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - My service will appeal to customers that need there furniture moved.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - My target customer will be in the middle-rich class.
- Does my customer need to own specific assets (car, house, boat)?
  - This will not be 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 sell through U-Haul and Budget, apartment complexes and word or mouth.
- Do I go to my customer (home service) or does my customer come to me?
  - I will travel to my customer's house.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - My customer will live in the middle –upper class community.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
  - My ideal customer will be in a 20 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - The customer will easily be available one at a time along with referrals.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - My target customers will be found individually.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - Hopefully we will gain referrals to multiple customers in need of our service.

**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>
All my sons	Direct	Flyers/Internet/signs	\$85-\$125	Good reputation	Out dated equipment	Cutting edge equipment
Half price movers	Direct	Flyer/web page/signs	\$110-\$150	Well established company	Moves only high income people	Cater to all income class
Mayflower	Indirect	Billboards/flyers/signs	N/A	Well know brand	Only does sub contracted work	Personal one on one customer service

## **EXTRAS**

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### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - I have established business relationships with multiple suppliers.
- Do you have access to a favorable location for your business?
  - I will be seeking certain warehouses in Corpus Christi, Texas.
- Are you going to be the first company of your type in your chosen area operations?
  - My company will bring certain unique experiences of training and operations to the Nueces area.

### **Internal Extras:**

- Do you have a new or cutting edge concept?
  - N/A.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
  - I will offer specialized scheduling to my customer's needs.
- Are you an especially charming or personable person?
  - I am a mover by birth with unique experience and knowledge my personality and manners tells a lot about me.

## **MARKETING**

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### **Message:**

- What are three things your company name (with no other information provided) says about your company?
  - We are professional in loading and unloading moving trucks, packing and unpacking customer's property and we are very respectful and have integrity for our customers.
- What is your tagline?
  - We here to satisfy every customer with a professional move.
- How does your name and tagline make you different than your competitors?
  - We are dedicated in what we do and love putting smiles on customers faces knowing we did our job right.
- Can your message be effectively conveyed through multiple types of media?
  - Most definitely.
- Is your message effective across different demographics?
  - Yes people will see our logo wraps around our moving trucks.
- Is your pricing consistent with the market for similar offerings?
  - We will offer competitive prices to outdo our competitors.
- Is your pricing consistent with the degree of personalization?
  - The size of the job will determine the quote on the job.

**Media:**

- What are three types of media you will use to reach your customers?
  - Social media, flyers and business cards.
- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - By using these methods of advertisement I will try to reach as many as I can get.
- Once you've reached your typical customer, how many will actually buy from you?
  - I am planning on doing business with at least 3540 customers.
- For each of the three, what do you think the estimated cost will be?
  - Flyers (\$85), business cards (\$20), and word of mouth (priceless).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Flyers will be monthly, business cards will be quarterly, and social media will be every day.
- How will you collect customer reviews?
  - I will have a website of our business with online reviews.

## RESUME

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### **Santos**

1100 Hwy 1807  
Venus, TX 76084  
Cell 999-999-999, myaccount@gmail.com

### **Experience**

***Lead a Moving Crew*** *2013-2015*  
Loading, unloading, packing/unpacking.

***Concrete Restoration*** *2010-2012*  
Tearing out concrete, replacing rebar and finishing touch.

### **Skills**

- **Machine Operator**
- **Skilled laborer**
- **Quick learner**
- **Leadership skills**

### **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.

***Foy H. Moody High*** *1999-2002*  
H.S. Diploma

Owner's name Santos III  
 Company name All About Moving

**NAICS Business Classification**

Sector (general classification) \_55\_Management\_of\_Companies\_and\_Enterprises  
 Sub-sector (more specific classification) 551: Management of Companies and Enterprises

**Start-up Costs  
 Year 1**

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	1,000
car/truck down payment, if leased	
permits	
supplies, office & misc.	
Equipment and Uniform	2,550
Insurance	750
Financial Software	250
Legal	1,000
<b>Cash needed for start-up expenses</b>	<b>6,050</b>

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			-
computer, printer, fax	1,000		1,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	2,500	N/A	N/A
<b>Cash needed for start-up assets</b>	<b>3,500</b>	<b>-</b>	<b>1,000</b>

60 assumed life (months)  
 17 monthly depreciation

**Total start up cost 9,550**

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	9,550	100%
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		0%
<b>Total start up cost, total sources</b>	<b>9,550</b>	<b>100%</b>



**Santos III dba All About Moving**  
**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														
Standard Move	6	-	10,500	10,500	10,500	17,500	17,500	17,500	17,500	14,000	14,000	14,000	14,000	157,500	59%
Packing Plus Move	6	-	4,050	4,050	4,050	10,800	10,800	10,800	10,800	8,100	8,100	8,100	8,100	87,750	33%
Make Ready	6	-	900	900	900	2,400	2,400	2,400	2,400	1,800	1,800	1,800	1,800	19,500	7%
<b>Total revenue</b>		-	15,450	15,450	15,450	30,700	30,700	30,700	30,700	23,900	23,900	23,900	23,900	264,750	100%
Cost of Goods Sold	2														
Standard Move	6	-	5,043	5,043	5,043	8,405	8,405	8,405	8,405	6,724	6,724	6,724	6,724	75,645	29%
Packing Plus Move	6	-	1,414	1,414	1,414	3,770	3,770	3,770	3,770	2,827	2,827	2,827	2,827	30,628	12%
Make Ready	6	-	381	381	381	1,016	1,016	1,016	1,016	762	762	762	762	8,255	3%
<b>Total COGS</b>		-	6,838	6,838	6,838	13,191	13,191	13,191	13,191	10,313	10,313	10,313	10,313	114,528	43%
<b>Gross profit</b>		-	8,612	8,612	8,612	17,509	17,509	17,509	17,509	13,587	13,587	13,587	13,587	150,222	57%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	17	17	17	17	17	17	17	17	17	17	17	183	0%
Gasoline & fuels	-														0%
Insurance - bonding	-		750	750	750	750	750	750	750	750	750	750	750	8,250	3%
Insurance - vehicle	-														0%
Interest - equip & start up	7	-													0%
Marketing	500		250	250	250	250	250	250	250	250	250	250	250	3,250	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	-														0%
Supplies	-		100	300	100	100	300	100	100	300	100	100	300	1,900	1%
Tax service	-														0%
Telephone - cellular	1,000		150	150	150	150	150	150	150	150	150	150	150	2,650	1%
Start-up expenses	4,550													4,550	2%
															0%
															0%
															0%
															0%
															0%
															0%
<b>Total expenses</b>		6,050	1,267	1,467	1,267	1,267	1,467	1,267	1,267	1,467	1,267	1,267	1,467	20,783	8%
<b>Taxable profit (loss)</b>	1	(6,050)	7,346	7,146	7,346	16,243	16,043	16,243	16,243	12,120	12,320	12,320	12,120	129,439	49%
Tax (expense) benefit	1			(2,110)			(9,908)			(11,151)			(9,190)	(32,360)	-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)	-12%
<b>Net profit (loss)</b>		(6,050)	4,346	2,035	4,346	13,243	3,135	13,243	13,243	(2,031)	9,320	9,320	(70)	64,079	24%
Depreciation	3	-	17	17	17	17	17	17	17	17	17	17	17	183	
Equipment purchases	3	(1,000)	-	-	-	-	-	-	-	-	-	-	-	(1,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	9,550	-	-	-	-	-	-	-	-	-	-	-	9,550	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		2,500	4,362	2,052	4,362	13,259	3,152	13,259	13,259	(2,015)	9,337	9,337	(53)	72,812	
Cash, period start		-	2,500	6,862	8,914	13,277	26,536	29,688	42,947	56,207	54,192	63,529	72,866	-	
<b>Cash, period end</b>		2,500	6,862	8,914	13,277	26,536	29,688	42,947	56,207	54,192	63,529	72,866	72,812	72,812	