

prison
entrepreneurship
program

Business Plan Competition
January 23-24, 2020

Clayton
Just Tees-n-Custom Apparel

Prison Entrepreneurship Program
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Just Tees-N-Custom Apparel

“We have the tees that please”

Business Plan
January 2020

Clayton
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
<p>People want clothing to remember a special time in life as a memory.</p>	<p>We will be bringing innovation to the clothing industry through our mobile studio where you will get your tees on the spot.</p>	<p>Will offer fully customized t-shirts and allow our customers to specify what they want on the shirt.</p>																																				
Customers	Differentiators	Extras																																				
<p>People that want a custom t-shirt and impulse clothing buyers.</p>	<p>Having a mobile printing studio where you can customize your T-shirts the way you want them.</p>	<p>I will also be hosting giveaways so I will be able to get my business name out.</p>																																				
Marketing	Financials & Extras	Start-up Costs																																				
<p>Fliers/ business cards/ word of mouth and through event vendors.</p>	<table border="0"> <tr> <td>Sales:</td> <td>\$ 221,200</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>111,500</td> <td>50%</td> </tr> <tr> <td>Gross profit</td> <td>109,700</td> <td>50%</td> </tr> <tr> <td>Overhead</td> <td>15,200</td> <td>7%</td> </tr> <tr> <td>Pretax income</td> <td>94,400</td> <td>43%</td> </tr> <tr> <td>Tax expense</td> <td>23,600</td> <td>11%</td> </tr> <tr> <td>Owner withdrawals</td> <td>11,000</td> <td>5%</td> </tr> <tr> <td>Net income</td> <td>\$ 59,800</td> <td>27%</td> </tr> </table>	Sales:	\$ 221,200	100%	COGS	111,500	50%	Gross profit	109,700	50%	Overhead	15,200	7%	Pretax income	94,400	43%	Tax expense	23,600	11%	Owner withdrawals	11,000	5%	Net income	\$ 59,800	27%	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 4,850</td> </tr> <tr> <td>Owner investment - equipment</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>11,000</td> </tr> <tr> <td>Start up financing</td> <td>-</td> </tr> <tr> <td>Total start up costs:</td> <td>\$ 15,850</td> </tr> <tr> <td>Plan Purpose:</td> <td>Start-Up</td> </tr> </table>	Owner investment - cash	\$ 4,850	Owner investment - equipment	-	Vehicle and/or equipment loan	11,000	Start up financing	-	Total start up costs:	\$ 15,850	Plan Purpose:	Start-Up
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	Personal Fit																																					

As the owner and founder of Just Tee's-N-Custom apparel I will be striving to customize t-shirts to fit my customer's specific needs and wants in a shirt. We will treat our customers like family here at Just Tee's-N-Custom apparel were we make tee's that please.

PERSONAL FIT

I am Clayton and I was born on April 21st, 1999 in Amarillo, Texas. I do not have any kids right now. I have grown up without a dad after my mom got a divorce from him when I was 2 years old. I know my mom very well, but I do not know my dad. I was raised by my mom and grandparents all my life. I was a good student in class until I hit 6th grade and then I started getting in trouble and started hanging with the wrong crowd. The last grade that I completed was the 8th grade because I ended up dropping out of school before I completed the 9th grade. I left the house at 17 years old because I thought that I was grown enough to do everything on my own. I started working at 16 years old which has consisted of working at mostly fast food restaurants.

I started causing trouble at the age of 12 years old and I also started doing drugs at the same age. Growing up I was raised in a Christian household and nobody in my family has a criminal record besides my dad. I am not a bad person I have just made a few bad decisions that I am not proud of. When I was out there doing drugs it is like a chain reaction, when you do one drug it leads to others then the drugs lead to committing crimes. I started hanging out with an old friend of mine after he got out of TYC. He ended up introducing me to drugs at the age of 12. Then I started committing petty thefts, stealing from the corner stores and the adrenalin rush from that made me want to go bigger. So at the age of 14 I got some money for my birthday and I called up my friend and we met up and I bought my first gun, it was a ruggger .22 but I still was not happy. So a few years goes by and I start using the gun to commit robberies at the age of 17 years old. I still was not happy with the small gun, so I bought a .45 off the street for \$50. I then started robbing more and then I ended up doing some Xanax bars and my friend tells me I bet you will not do this robbery and I told them I would. So I call this place and they show up with the stuff and I pulled out my gun and told him to give me everything you have. It took a minute but he gave up his money and all the other stuff and he went on his way. The next day I got caught with an ounce and a half of weed which they arrested me for. Then I get charged the next day for 3 aggravated robberies. I am serving a five year sentence for them right now. This is my first time being locked up and I have almost 2 ½ years done on my sentence so far.

My attitude has changed along with the mindset I had. I am still in the process of change but I am changing. I have changed the way that I think about life and what kind of lifestyle that I want after my release. I have committed to stop doing drugs, drinking and smoking. I am done with the old life style I do not want to be in prison the rest of my life so I need to change. I changed because I am tired of seeing my family hurt because I am not there when they need me the most.

I have a lot of people that will help me with anything that I need to start and run my business. I want to be my own boss and not have a boss to answer to. The things that I say that I will not do anymore I am willing to show actions because actions speak louder than words. I want to have my business up and running within 2 years of my release. Whatever money or property I use will be paid for on time and never late.

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?
 - My company is focusing on custom shirts to fit specific details from my customers.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
 - I can do it myself but will eventually hire other employees to help.
- 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 will have it up and running by the fall of 2022.
- Is this something that will take a lot of cash to get started or is it more of a question of hustle?
 - It does not cost a lot 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?
 - I believe it could possibly affect my restrictions.
- Would my business start as a part-time venture or need to be full time?
 - Part-time when starting until demand increases.

SOLUTION

- Is what I am offering filling the customer's real need?
 - Yes.
- What are the benefits (not features) that I am providing?
 - I am providing great custom t-shirts.
- Why can I do this better than another business (competitor)?
 - I will be reprinting on the spot and on demand.
- How will I deliver this better idea to my customers?
 - I will rely on family and social media to get my name out there.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
 - Mobile retail business.
- 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?
 - It will be lower.

- Is the approximate cost of my solution lower than the price?
 - No.
- Do I need a fixed location (Storefront) or is this a mobile business?
 - It will be a mobile business but I will also have a fixed location.
- Do I offer a guaranty or return policy?
 - No return policy.

CUSTOMERS

Demographics:

- Will my service have different appeal to men versus women?
 - Depends on what the shirts are for.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
 - Ideal customers will be from teenagers and up.
- Does my customer need to be married, single or does it matter?
 - Does not matter.
- Do language or ethnicity differences improve or limit my ability to sell to my ideal customer?
 - It will improve it.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
 - I will appeal to my customers' sense of personal image.

Income:

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

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 at my store or at events.
- Do I go to my customer (home service) or does my customer come to me?
 - I will do both.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
 - Anywhere.
- How close are my customers geographically located (live close to each other or spread all over the city)? Time is money.
 - In Dallas & within a 50 mile radius.
- 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?
 - Both.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
 - Highly likely.

DIFFERENTIATORS

My Competitors	Direct or Indirect	Promotion	Price	Their Advantages	Their Disadvantages	My Differentiators
Wackey's Custom T-Shirts	Direct	Radio, TV, Newspaper Ads	Varies	Well Established	No Mobile Service	Less Charge
Create Your Own Custom T-Shirts	Direct	TV, Radio, Facebook	Varies	Buy One Get One Half Off/ Waiting Time	No Print On Demand Option	Less Charge

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?
 - I have access to the mobile part of my business but not the physical location part.
- 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?
 - No.
- Will you be able to offer specialized or flexible scheduling that your competitors cannot match initially?
 - Yes.
- Are you an especially charming or personable person?
 - Yes, I am a people person and love the challenge of selling to customers.

MARKETING

Message:

- What are three things your company name (with no other information provided) says about your company?
 - We make custom t-shirts, we are funny people and we are better than those in the industry.
- What is your tagline?
 - We make tees that please.
- How does your name and tagline make you different than your competitors?
 - Yes.
- 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?
 - Facebook, Instagram and Business Cards.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
 - All that are looking at the pages.
- Once you've reached your typical customer, how many will actually buy from you?
 - A lot because it will be something new in the industry.
- For each of the three, what do you think the estimated cost will be?
 - Still doing research to determine the cost.
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
 - Recurring monthly.
- How will you collect customer reviews?
 - Online reviews on my social media accounts and pages.

RESUME

Clayton

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Venus, TX 76084

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

Experience

Quick Quack Car Wash

2016

Cashier, Towel Dryer and Maintenance

Fazoli's

2015-2016

Cook, cashier and bus boy

Taco Villa

2015

Cook and cashier

Skills

- **Cashier**
- **Cook**
- **Bust boy**
- **People person**
- **Towel dryer**
- **Maintenance**
- **Leadership**
- **Computer 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.

Clayton dba Just Tees-n-Custom Apparel
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														
1 Cotton T-shirt	6	-	3,000	3,000	3,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	8,000	73,000	33%
1 Dri-fit T-shirt	6	-	3,750	3,750	3,750	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	91,250	41%
1 Collar T-shirt	6	-	3,000	3,000	3,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	57,000	26%
Total revenue		-	9,750	9,750	9,750	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	221,250	100%
Cost of Goods Sold	2														
1 Cotton T-shirt	6	-	1,500	1,500	1,500	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	36,500	16%
1 Dri-fit T-shirt	6	-	1,950	1,950	1,950	5,200	5,200	5,200	5,200	5,200	5,200	5,200	5,200	47,450	21%
1 Collar T-shirt	6	-	1,450	1,450	1,450	2,900	2,900	2,900	2,900	2,900	2,900	2,900	2,900	27,550	12%
Total COGS		-	4,900	4,900	4,900	12,100	12,100	12,100	12,100	12,100	12,100	12,100	12,100	111,500	50%
Gross profit		-	4,850	4,850	4,850	11,900	11,900	11,900	11,900	11,900	11,900	11,900	11,900	109,750	50%
Expenses	2														
Auto or truck lease		1,500	450	450	450	450	450	450	450	450	450	450	450	6,450	3%
Depreciation	3	-	203	203	203	203	203	203	203	203	203	203	203	2,237	1%
Gasoline & fuels	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Insurance - bonding	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Insurance - vehicle	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Interest - equip & start up	7	-	83	79	76	73	70	67	63	60	57	53	50	730	0%
Marketing		750	100	100	100	100	100	100	100	100	100	100	100	1,850	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		150	-	-	-	-	-	-	-	-	-	-	-	150	0%
Supplies		1,000	-	-	-	-	-	-	-	-	-	-	-	1,000	0%
Tax service	-	-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Telephone - cellular		100	-	-	-	-	-	-	-	-	-	-	-	100	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
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		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total expenses		3,500	1,086	1,083	1,080	1,076	1,073	1,070	1,067	1,063	1,060	1,057	1,053	15,267	7%
Taxable profit (loss)	1	(3,500)	3,764	3,767	3,770	10,824	10,827	10,830	10,833	10,837	10,840	10,843	10,847	94,483	43%
Tax (expense) benefit	1	-		(1,008)			(6,355)			(8,125)			(8,133)	(23,621)	-11%
Owner's withdrawals	1	-	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(1,000)	(11,000)	-5%
Net profit (loss)		(3,500)	2,764	1,759	2,770	9,824	3,472	9,830	9,833	1,712	9,840	9,843	1,714	59,862	27%
Depreciation	3	-	203	203	203	203	203	203	203	203	203	203	203	2,237	
Equipment purchases	3	(12,350)	-	-	-	-	-	-	-	-	-	-	-	(12,350)	
Principle, equipment loan	7	11,000	(420)	(423)	(426)	(430)	(433)	(436)	(439)	(443)	(446)	(449)	(453)	6,202	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	4,850	-	-	-	-	-	-	-	-	-	-	-	4,850	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	2,547	1,540	2,547	9,597	3,242	9,597	9,597	1,472	9,597	9,597	1,465	60,801	
Cash, period start		-	-	2,547	4,087	6,635	16,232	19,474	29,072	38,669	40,142	49,739	59,336	-	
Cash, period end		-	2,547	4,087	6,635	16,232	19,474	29,072	38,669	40,142	49,739	59,336	60,801	60,801	