

prison  
entrepreneurship  
program

Business Plan Competition  
January 23-24, 2020

Antony  
Tony's Logistics Company

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

# *Tony's Logistics Company*

*"We're in it for the long haul"*

Business Plan  
January 2020

*Antony*  
Owner & Founder

## **TABLE OF CONTENTS**

---

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>PERSONAL FIT .....</b>	<b>2</b>
<b>OPPORTUNITY .....</b>	<b>3</b>
<b>SOLUTION .....</b>	<b>3</b>
<b>CUSTOMERS .....</b>	<b>4</b>
<b>DIFFERENTIATORS .....</b>	<b>6</b>
<b>EXTRAS .....</b>	<b>7</b>
<b>MARKETING.....</b>	<b>7</b>
<b>RÉSUMÉ .....</b>	<b>ATTACHED</b>
<b>FINANCIAL PROJECTIONS .....</b>	<b>ATTACHED</b>

**EXECUTIVE SUMMARY**

<b>Opportunity</b>	<b>Purpose</b>	<b>Solution</b>																																				
<p>Nearly half of all working oil rigs in the US are located in the Permian Basin. There is a big shortage of truck drivers transporting water and frack service.</p>	<p>At Tony's Logistics Company we put an emphasis on quick and timely deliveries of your product using safe, dependable drivers all over the Odessa area.</p>	<p>Tony's Logistics will provide transport service for oil companies in the Permian Basin</p>																																				
<b>Customers</b>	<b>Differentiators</b>	<b>Extras</b>																																				
<p>We will be targeting private land owners as well as commercial businesses.</p>	<p>Free estimates/ long term commitment to customers and 24 hour service.</p>	<p>I have connections with oil frac businesses.</p>																																				
<b>Marketing</b>	<b>Financials &amp; Extras</b>	<b>Start-up Costs</b>																																				
<p>I will market with business cards/ fliers/ radio and word of mouth.</p>	<table border="0"> <tr> <td>Sales:</td> <td>\$ 290,400</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>36,300</td> <td>13%</td> </tr> <tr> <td>Gross profit</td> <td>254,100</td> <td>88%</td> </tr> <tr> <td>Overhead</td> <td>49,200</td> <td>17%</td> </tr> <tr> <td>Pretax income</td> <td>204,800</td> <td>71%</td> </tr> <tr> <td>Tax expense</td> <td>51,200</td> <td>18%</td> </tr> <tr> <td>Owner withdrawals</td> <td>44,000</td> <td>15%</td> </tr> <tr> <td>Net income</td> <td>\$ 109,600</td> <td>38%</td> </tr> </table>	Sales:	\$ 290,400	100%	COGS	36,300	13%	Gross profit	254,100	88%	Overhead	49,200	17%	Pretax income	204,800	71%	Tax expense	51,200	18%	Owner withdrawals	44,000	15%	Net income	\$ 109,600	38%	<table border="0"> <tr> <td>Owner investment - cash</td> <td>\$ 10,000</td> </tr> <tr> <td>Owner investment - equipment</td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td>66,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td><b>\$ 76,000</b></td> </tr> <tr> <td><b>Plan Purpose:</b></td> <td>Startup</td> </tr> </table>	Owner investment - cash	\$ 10,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	66,000	<b>Total start up costs:</b>	<b>\$ 76,000</b>	<b>Plan Purpose:</b>	Startup
Sales:	\$ 290,400	100%																																				
COGS	36,300	13%																																				
Gross profit	254,100	88%																																				
Overhead	49,200	17%																																				
Pretax income	204,800	71%																																				
Tax expense	51,200	18%																																				
Owner withdrawals	44,000	15%																																				
Net income	\$ 109,600	38%																																				
Owner investment - cash	\$ 10,000																																					
Owner investment - equipment	-																																					
Vehicle and/or equipment loan	-																																					
Start up financing	66,000																																					
<b>Total start up costs:</b>	<b>\$ 76,000</b>																																					
<b>Plan Purpose:</b>	Startup																																					
<b>Personal Fit</b>																																						

I have important qualities that are necessary for business owners. One thing I believe in is that a job worth doing is worth doing right.

## PERSONAL FIT

---

My name is Antony Garret. I was born in Savannah, Georgia on May 12 1991. My mom's name is Sharon and my dad's name is Kenneth. My dad was military so we moved around a lot. We moved from Georgia to Tennessee after Tennessee we moved to El Paso, TX then from El Paso we moved to Killeen and that is where my Dad retired. I have an older sister that is three years older than me and she has two daughters that are 11 and nine, I also have a daughter named Cruzlyn. Her mother's name is Jania Chevonne Thomas I have known Jania since the eighth Grade. My parents were married and I know they love me very much. I was kind of a bad kid growing up, I made good grades but I was always getting into trouble. No matter what my mom had my back. I dropped out of school in the 10th grade but later I earned my GED.

My first time getting arrested was at 10 years old. I broke into a school. I was just a bored kid with bad ideas. A little later I started doing drugs. Then I found out that if I sell drugs then I can basically do them for free. After I started selling drugs I started learning the value of money. After I dropped out of high school, I started breaking into people's homes. Finally at 16 I was arrested and was sentenced to TYC. After I was released from TYC I started selling drugs again. I got arrested for selling marijuana and went to State Jail. After I was released I got back on drugs and started smoking meth and to afford this habit I had to sell the drugs that I was arrested for that landed me in prison. I ended up serving four years. I also served some federal prison time also. I was then released and tried to work a regular job. It was not hard but I had a problem. I got back on drugs again, and the next thing I know I am doing anything and everything to get drugs. So eventually I was arrested for Burglary of a Habitation for going into somebody's garage. So this is my fourth time as an adult in prison.

I found out exactly what my problem is. I have a drug problem. If I do not do drugs, I am fine. I have to eliminate drugs out of my life if I want to stay out of prison that is the only way I can live life outside of prison. Since I have been incarcerated, I have given my life to God. I want to do everything in my power to make God happy. If I do that I will be successful. I have made a commitment to never do drugs again. My daughter is growing up and hearing her ask me when am coming home all the time has changed me. It has triggered me to want to do well. Shortly after rededicating my life to God, I got a post card in the mail asking me if I wanted to join PEP, which was enough proof for me to believe in God and to believe in myself. Now I am learning about character development and servant-leader mentality and all these changes in my environment has helped me to want to genuinely be a better person.

I have important qualities that are necessary for business owners. One thing I believe in is that a job worth doing is worth doing right. My dad always told me that. He also taught me that if you do not work then you do not eat. So doing chores was constant for me growing up. I have a strong desire to always want to fix things. Like I get some kind of natural high when I fix something that is broken. Everybody always considers me innovative. Also my persistence is off the charts. No matter how hard something is, or what obstacles get in the way I want to do it and get it done. One thing I would love is to have complete integrity. I want people to look at me and say to themselves that is an honest guy. I want to be trusted by my friends and family. It is my life's mission to leave

a good legacy for myself. I would like to have a business started up within two years of my release. I will be released to Dallas in the month of November 2020

## **OPPORTUNITY**

---

- Can I solve the problem given my skills and personality?
  - Yes I have a few years' experience in this field.
- Is the customer looking for a more holistic solution than his or her immediate complaint?
  - We will be providing our customers with a holistic solution.
- Do I need to do all of the work myself or can I hire others to help me and still maintain quality?
  - I will do all the work myself until I am able to expand.
- Is there growth potential to expand my business, or is this a dying market?
  - There is plenty of room to grow.
- How soon can I get my business up and running?
  - I should be up and running 2 years 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?
  - It will be a low cost startup for this venture.
- Is this something I would be proud to share with my family and parole officer?
  - This will be something I share with my family and friends.
- Is the opportunity (Activity and Start Date) consistent with potential parole restrictions?
  - It will be consistent with parole.
- Would my business start as a part-time venture or need to be full time?
  - This will be a full time venture.

## **SOLUTION**

---

- Is what I am offering filling the customer's real need?
  - Yes it is exactly what the customer needs.
- What are the benefits (not features) that I am providing?
  - Convenience, Reliability and trustworthiness.
- Why can I do this better than another business (competitor)?
  - Our service is a 24 hour 7 day a week schedule.
- How will I deliver this better idea to my customers?
  - With passion and endless hard work.
- Is my delivery (retail store, home service, etc.) consistent with how I will produce the service (one-day delivery, hand-made products, etc.)?
  - Absolutely.
- Is my solution consistent with my passion for selling?
  - Most definitely.

- Is the price of my solution equal to or less than the customer's pain?
  - The price will vary due to multiple factors for the job.
- Is the approximate cost of my solution lower than the price?
  - The price will be reasonable.
- Do I need a fixed location (Storefront) or is this a mobile business?
  - My service is a mobile business.
- Do I offer a guaranty or return policy?
  - Yes we will provide insurance for any damaged or loss material.

## **CUSTOMERS**

---

### **Demographics:**

- Will my service have different appeal to men versus women?
  - We will target oilfield companies.
- What is my ideal customer's age (children, young adult, middle aged, mature)?
  - The age will be 18 years old 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?
  - No.
- What aspect of my ideal customer am I appealing to (outdoors person, health conscious, nerd, their personal image, environmental concerns, recreation, etc.)?
  - My customer will be in the oilfield.

### **Income:**

- Does my customer need a certain income (rich, middle class, poor)?
  - My customer income will need to be middle or rich class.
- Does my customer need to own specific assets (car, house, boat)?
  - Does not apply.

### **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 promote this service at local oil shows and events.
- Do I go to my customer (home service) or does my customer come to me?
  - I will be traveling to my customers business.
- What neighborhood will my ideal customer live/work in (River Oaks/Highland park, a suburb, or small rural community)?
  - My ideal customer will be in the 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 customer will be in a 50 mile radius.
- How easily can I find this customer (one at a time or they will provide referrals)?
  - My customer will be easy to find due to referrals.

**Other:**

- Can I reach these individuals as a group or do I need to find and sell to them individually?
  - I can do both individual and as a group.
- Once I sell to a customer, what is the likelihood that they will buy from me again?
  - The likelihood will be 95%.

**DIFFERENTIATORS**

---

<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>
Triple C's Transport	Direct	Referrals/word of mouth	High	Experience in the industry/ numerous contracts/ family oriented	24hr on call not available	I offer 24hr on call services
Mendoza's Water Transport	Direct	Business cards/Ads	High	Experience in the industry/ numerous contracts/ family oriented	24hr on call not available	I offer 24hr on call services

## **EXTRAS**

---

### **External Extras:**

- Do you have a connection with a supplier in your industry?
  - Yes I do.
- Do you have access to a favorable location for your business?
  - Yes I do.
- Are you going to be the first company of your type in your chosen area operations?
  - No.

### **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 a 24 hr. on call sand hauling service.
- 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 are a transportation company that hauls frack sand in a timely manner.
- What is your tagline?
  - We are in it for the long haul.
- How does your name and tagline make you different than your competitors?
  - It describes my company as committed to my customers for a life time.
- Can your message be effectively conveyed through multiple types of media?
  - It can be conveyed through many types of media.
- Is your message effective across different demographics?
  - We will be effective throughout the West Texas area.
- Is your pricing consistent with the market for similar offerings?
  - Most definitely.
- Is your pricing consistent with the degree of personalization?
  - The size of the load will determine the price.

### **Media:**

- What are three types of media you will use to reach your customers?
  - Business cards, flyers and as well as oil shows.

- How many potential typical customers (not just total people) can you reach each month using the types listed above?
  - I am trying to reach at least 50 customers a month.
- Once you've reached your typical customer, how many will actually buy from you?
  - Hopefully 80% will use my service.
- For each of the three, what do you think the estimated cost will be?
  - Oil shows will vary, business cards and flyers will be (\$75).
- For each cost estimate, is this a one-time expense up front or a recurring monthly charge?
  - Charges will be recurring as needed.
- How will you collect customer reviews?
  - I will collect them through online reviews as well as surveys.

## RESUME

---

### **Antony**

1100 Hwy 1807

Venus, TX 76084

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

### **Experience**

#### ***Driver***

2013-2015

Drive from one job to another

#### ***Back Hoe Operator***

2010-2013

Dig holes for conduit piping and man holes

#### ***Demolition man***

2009-2010

Responsible for tearing down buildings

### **Skills**

- **Automotive Tech**
- **OSHA certified**
- **Heavy Machinery Operator**
- **Fork Lift 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.

#### ***Trinity Valley Community College***

2015

Automotive Certificate

Owner's name	Antony
Company name	Tony's Logistics Company
<b>NAICS Business Classification</b>	
Sector (general classification)	48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	484: Truck Transportation

**Start-up Costs  
Year 1**

**Assumption 4 - Total Uses**

Non-Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
marketing, business cards, fliers	1,000		
cell phone purchase	500		
car/truck down payment, if leased			
permits	1,000		
supplies, office & misc.	2,000		
Tools	500		
Hoses	1,000		
Cash needed for start-up expenses	<u>6,000</u>		
<b>Depreciable Costs</b>	<b>Paid or contributed in Month 1</b>	<b>Equipment Financing (Additional to amount paid)</b>	<b>Depreciable Assets</b>
company car, truck or van	50,000		50,000
company trailer	20,000		
computer, printer, fax			-
			-
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	<u>70,000</u>	<u>-</u>	<u>50,000</u>
			<u>60</u> assumed life (months)
			<u>833</u> monthly depreciation
<b>Total start up cost</b>	<b><u>76,000</u></b>		

**Assumption 5 - Total Sources**

Cash owner will contribute and the value of owner's assets contributed to company	10,000	13%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	66,000	87%
Outside equity investment, if applicable		0%
<b>Total start up cost, total sources</b>	<b><u>76,000</u></b>	<b>100%</b>



**Antony dba Tony's Logistics Company**  
**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														
Sand Trasportation (Night Time)	6	-	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	12,000	132,000	45%
Sand Transportation (Daytime)	6	-	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	14,400	158,400	55%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	26,400	26,400	26,400	26,400	26,400	26,400	26,400	26,400	26,400	26,400	26,400	290,400	100%
Cost of Goods Sold	2														
Sand Trasportation (Night Time)	6	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	6%
Sand Transportation (Daytime)	6	-	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	19,800	7%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	3,300	36,300	13%
<b>Gross profit</b>		-	23,100	23,100	23,100	23,100	23,100	23,100	23,100	23,100	23,100	23,100	23,100	254,100	88%
Expenses	2														
Auto or truck lease	-														0%
Depreciation	3	-	833	833	833	833	833	833	833	833	833	833	833	9,167	3%
Gasoline & fuels	-														0%
Insurance - bonding	-		600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Insurance - vehicle	-		500	500	500	500	500	500	500	500	500	500	500	5,500	2%
Interest - equip & start up	7	-	-	-	440	436	432	427	423	419	414	410	406	3,807	1%
Marketing	1,000		2,500				2,500							6,000	2%
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	1,000		500	500	500	500	500	500	500	500	500	500	500	6,500	2%
Supplies	2,000		150	150	150	150	150	150	150	150	150	150	150	3,650	1%
Tax service	-		300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Telephone - cellular	500		250	250	250	250	250	250	250	250	250	250	250	3,250	1%
Start-up expenses	1,500		-	-	-	-	-	-	-	-	-	-	-	1,500	1%
															0%
															0%
															0%
															0%
															0%
															0%
															0%
<b>Total expenses</b>		6,000	5,633	3,133	3,573	3,569	6,065	3,561	3,556	3,552	3,548	3,543	3,539	49,274	17%
<b>Taxable profit (loss)</b>	1	(6,000)	17,467	19,967	19,527	19,531	17,035	19,539	19,544	19,548	19,552	19,557	19,561	204,826	71%
Tax (expense) benefit	1			(7,858)			(14,023)			(14,658)			(14,667)	(51,207)	-18%
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)	-15%
<b>Net profit (loss)</b>		(6,000)	13,467	8,108	15,527	15,531	(988)	15,539	15,544	890	15,552	15,557	894	109,620	38%
Depreciation	3	-	833	833	833	833	833	833	833	833	833	833	833	9,167	
Equipment purchases	3	(70,000)	-	-	-	-	-	-	-	-	-	-	-	(70,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	66,000	-	-	(627)	(631)	(636)	(640)	(644)	(648)	(653)	(657)	(661)	60,203	
Owner contribution	3	10,000	-	-	-	-	-	-	-	-	-	-	-	10,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		-	14,300	8,942	15,733	15,733	(790)	15,733	15,733	1,075	15,733	15,733	1,065	118,989	
Cash, period start		-	-	14,300	23,242	38,975	54,707	53,917	69,650	85,383	86,458	102,191	117,924	-	
<b>Cash, period end</b>		-	14,300	23,242	38,975	54,707	53,917	69,650	85,383	86,458	102,191	117,924	118,989	118,989	