

prison  
entrepreneurship  
program

**Business Plan Competition  
May 23, 2025**

Josshua, Jeremiah, Daniel, Aaron  
Convenient Care Mobile Brakes

Prison Entrepreneurship Program  
P.O. Box 2767  
Houston, TX 77252  
(832) 767-0928  
[www.pep.org](http://www.pep.org)



# ***Convenient Care Mobile Brakes***

Business Plan  
May 2025

*Joshua*  
Owner & Founder

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none"><li>To repair vehicle brake issues at home</li><li>To diagnose potentially dangerous brake issues for customer on the go</li></ul>	<ul style="list-style-type: none"><li>To make auto diagnosis repair easy for the customer</li><li>To make mobile repair viable to the NW side of San Antonio</li></ul>	<ul style="list-style-type: none"><li>To eliminate customer necessity of taking their vehicle to auto shop</li><li>To eliminate time away from customers vehicle</li></ul>																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none"><li>People are who are tired of waiting at the shop</li><li>People who enjoy service at their own home in NW San Antonio</li></ul>	<ul style="list-style-type: none"><li>Premier service and expertise at home or the go</li><li>Appointments at home, work or anywhere you like</li></ul>	<ul style="list-style-type: none"><li>Fast lane incentive pass for discounts</li><li>APP tracks repairs, cost and discount rates</li></ul>																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none"><li>Website</li><li>APP</li><li>Business cards</li><li>Ads</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$20,000</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>-</td></tr><tr><td><b>Total startup costs:</b></td><td><b><u><u>\$20,000</u></u></b></td></tr></table>	Owner investment - cash	\$20,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	<b>Total startup costs:</b>	<b><u><u>\$20,000</u></u></b>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 49,200</td><td>100%</td></tr><tr><td>COGS</td><td><u>11,400</u></td><td><u>23%</u></td></tr><tr><td>Gross profit</td><td>37,800</td><td>77%</td></tr><tr><td>Overhead</td><td><u>7,600</u></td><td><u>15%</u></td></tr><tr><td>Pretax income</td><td>30,200</td><td>61%</td></tr><tr><td>Tax expense</td><td>7,500</td><td>15%</td></tr><tr><td>Owner withdrawals</td><td><u>6,600</u></td><td><u>13%</u></td></tr><tr><td>Net income</td><td><u><u>\$ 16,100</u></u></td><td><u><u>33%</u></u></td></tr></table>	Year one summary income statement:			Sales	\$ 49,200	100%	COGS	<u>11,400</u>	<u>23%</u>	Gross profit	37,800	77%	Overhead	<u>7,600</u>	<u>15%</u>	Pretax income	30,200	61%	Tax expense	7,500	15%	Owner withdrawals	<u>6,600</u>	<u>13%</u>	Net income	<u><u>\$ 16,100</u></u>	<u><u>33%</u></u>
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## **TEAM LEADERSHIP STATEMENT**

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### **CEO: Joshua**

Joshua brings 15 years of automotive experience with 10 years of being an ASE certified automotive technician and 6 years of experience with building and maintaining track cars and 5 years of collision repair experience. He holds certification in automotive HVAC reuse and recycling and disposal.

### **COO: Jeremiah**

Jeremiah brings 20 years of residential construction industry. He brings 8 years of professional food service management experience. He has also immersed himself in the automotive repair industry throughout his lifetime. He has a versatile background in a wide variety of areas making his view of team leadership comparable to no other in the mobile automotive repair industry.

### **CFO: Daniel**

Daniel brings 9 years of residential construction industry and 5 years in commercial construction. He possesses the necessary knowledge of life through his care of animals. He breathes life into our company through his caring nature.

### **CMO: Aaron**

Aaron brings 5 years of experience in the culinary industry working through different positions and his way up through the food service career. He has 8 years of experience in the water sanitation industry where he gained heavy equipment experience. He is very knowledgeable and clearly well-spoken and that makes him a vital part of our marketing team.

## **PRODUCT/SERVICE OFFERING**

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Convenient Care Mobile Brakes is a mobile automotive repair service specializing in brake systems. We provide mobile brake repair services. Our annual income will be constituted by diagnosis at 15%, labor at 35%. We plan to start serving the greater northwest side of San Antonio in January of 2026. With over 10 years of professional experience in the automotive industry, we provide safety and convenience at your own home. We use only high-quality parts and employ automotive service excellence certified technicians. We are a H.O.T service provider, honest, open, and transparent. We strive to provide our customers with an experience where they feel as safe with our values in integrity as they do with our thorough diagnosis and repairs. Convenient care mobile brakes have plans to expand our fleet to be ready to repair technicians within a 2-year span. We also plan to open a full-service automotive repair shop.

## **Market/Industry**

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The automotive repair industry is a continuing growing industry. The average annual income for an automotive technician in Texas is between \$55,000 and \$91,300 a year. Which is roughly \$34.27 an hour. The market in San Antonio in 2025 brought an average annual income of \$74,300. The market shows no signs of slowing with the introduction of electric vehicles which makes service technicians on demand. In the future the automotive technician will always be a necessity in a highly innovative industry, there is no replacement for experienced service technicians.

## **Competition**

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Convenient Care Mobile Brakes has quite a few direct competitors, Brake Check, Firestone, EC Quality Car Care, Big-O-Tires, Wal-Mart, Chad Miller Automotive, Sun Auto, El Baych Automotive. These are all in the geographical radius of 5 miles. There is low potential for new business specializing in the service we provide to become competitors. Automotive repair has a high barrier for entry due to a few key factors. 1) Tools are expensive (specialty tools are required for some vehicles) 2) Proper experience is required to diagnosis latent issues. 3) The ability to be ethical in repairs can cause a loss of revenue.

## **Differentiation**

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Convenient Care Mobile Brake believes in a service in honesty. We provide ethical services never doing a repair that is not necessary for personal gain. We will never take advantage of a customer. We will provide a cost that is competitive by providing a waived diagnostic fee when a repair is purchased and performed by us at Convenient Care Mobile Brakes. Last but not least our name says it all, we provide a convenient service coning to you. Don't stop your day for brake service convenient care is on the way.



## **MARKETING STRATEGY**

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### **Price:**

Our pricing strategy is based on the current hourly rate for labor in the automotive industry, (Which varies dependent on vehicle manufacturer.) and current pricing for parts is based on the commercial discount price we receive times 25% to remain competitive. The current shop mark-up rate is 40% so we are considerably lower and use only high-quality parts and make specific applications. Diagnosis fees will be waived if a repair is purchased. Diagnosis fees will be as followed for customers not purchasing repairs \$90.00 to \$130.00 for cars and trucks (light duty).

### **Place:**

Convenient Care Mobile Brakes will operate out of the north West Side of San Antonio. The geographical area we have chosen is the home to the Northwest Medical Center as well the University of Texas at San Antonio (UTSA). The area houses a variety of potential customers from working class families to hospital employees and students of the university. Customers on a budget that convenience would suit well.

### **Promotion:**

Our immediate promotion strategy will be kept very cost-effective business cards at an average of 500 cards for \$60.00 Our fast lane fast pass incentive program cards will be a lower and card averaging \$30.00 for 500 cards we will pass out business magnets for promotional purposes at bars, restaurants, and auto part stores. Average cost \$98.00 for 100 refrigerators magnets. We will also use social media for free advertisement doing live repairs, brake safety tips and brake system do's and don'ts.

## **VISION AND OBJECTIVES**

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### **Two Months Before Starting**

- File for DBA/LLC/Insurance
- Buy truck/Van
- Update tool inventory
- Buy service manual subscriptions
- Printout business cards/promotional items

### **First Two Months After Starting**

- Start to outfit truck/van
- Begin business in NW San Antonio
- Start saving capital for future

### **First Year**

- Finish outfit of 1<sup>st</sup> truck/van
- Continue to certify for various vehicles/ re certify
- Continue saving for next phase

### **Second Year**

- Buy 2<sup>nd</sup> truck/van
- Look to employ 1 technician
- Start outfit 2<sup>nd</sup> truck/van

### **Fifth Year**

- Spread business to all of San Antonio and surrounding areas
- Start to look for brick and mortar location and continue with capital for expansion

### **Tenth Year**

- Rent/Buy brick and mortar location
- Outfit shop

### **Philanthropy**

Reaching out to youth and giving opportunities/incentives through good grades and behavior outreach program through church.

### **Community Impact**

The community will gain a new avenue of auto repair both mobile and traditional shop built through integrity and honesty.

# START-UP COST

Owner's name	Joshua
Company name	Convenient Care Mobile Brakes
<b>NAICS Business Classification</b>	
Sector (general classification)	44_45_Retail_Trade
Sub-sector (more specific classification)	441: Motor Vehicle and Parts Dealers

## Start-up Costs

Year 1

### Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	240		
cell phone purchase	1,250		
car/truck down payment, if leased			
permits			
supplies, office & misc.	30		
Indenitfix	229		
AllData	239		
File LLC	300		
General Liabiliuty insurance	180		
Cash needed for start-up expenses	2,468		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	5,500		5,500
company trailer			
computer, printer, fax	235		235
Tools	500		500
Scanner	2,000		2,000
			-
building/office deposit		N/A	N/A
beginning cash balance	9,297	N/A	N/A
Cash needed for start-up assets	17,532	-	8,235
			60 assumed life (months)
			137 monthly depreciation
<b>Total start up cost</b>	<b>20,000</b>		

### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,000	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>20,000</b>	<b>100%</b>

# FINANCIALS STATEMENT (PRO FORMA)

Joshua dba Convenient Care Mobile Brakes  
EOU, Financing, and Payroll Assumptions  
Year 1

## Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1 Diagnosis	Product 2 Repair	Product 3 Flush
Product description	Diagnosis laten and house call	Repair after proper repair	Flush system after porper repair
Price per unit	140.00 100%	350.00 100%	140.00 100%
Cost of one unit	hours rate	hours rate	hours rate
Non-owner payroll exp.	- 0%	- 0%	- 0%
Non-owner payroll tax	9.0% - 0%	- 0%	- 0%
cost 1 description	Gas 10.00 7%	Gas 10.00 3%	Gas 10.00 7%
cost 2 description	- 0%	Brake Pads 100.00 29%	Brake Fluid 10.00 7%
cost 3 description	- 0%	- 0%	Brake Cleaner 10.00 7%
cost 4 description	- 0%	- 0%	- 0%
Total variable costs	10.00 7%	110.00 31%	30.00 21%
<b>Gross profit per unit - what you see on income statement</b>	<b>130.00 93%</b>	<b>240.00 69%</b>	<b>110.00 79%</b>
Diagnosis sold	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 Total Year
Repair sold	5 3 5 7	7 9 9 11	11 13 13 15 105
Flush sold	3 3 5	5 7 7 9	9 11 12 13 84
	2 2 2	2 3 3 4	4 5 5 5 37
total revenue	\$ 2,030 \$ 2,030 \$ 3,010	\$ 3,010 \$ 4,130 \$ 4,130 \$ 5,250	\$ 5,250 \$ 6,370 \$ 6,720 \$ 7,350 \$ 49,280
total cost of sales	\$ 440 \$ 440 \$ 680	\$ 680 \$ 950 \$ 950 \$ 1,220	\$ 1,220 \$ 1,490 \$ 1,600 \$ 1,730 \$ 11,400
total income statement gross profit (excludes owner labor)	\$ 1,590 \$ 1,590 \$ 2,330	\$ 2,330 \$ 3,180 \$ 3,180 \$ 4,030	\$ 4,030 \$ 4,880 \$ 5,120 \$ 5,620 \$ 37,880

## Assumption 7 - Financing

Equipment financing, see Start-up Costs sheet	Month 2 Month 3 Month 4	Month 5 Month 6 Month 7 Month 8	Month 9 Month 10 Month 11 Month 12 Total Year
Amount borrowed \$ -	amortization schedule		
Interest rate (example 8%)	principal, beginning - - -	- - - -	- - - -
Loan term (# of months)	interest expense - - -	- - - -	- - - -
Monthly payment	principal payment - - -	- - - -	- - - -
Start-up financing, see Start-up Costs sheet	principal, ending - - -	- - - -	- - - -
Amount borrowed \$ -	- - -	- - - -	- - - -
Interest rate (example 8%)	interest expense - - -	- - - -	- - - -
Payback period (# of months)	principal payment - - -	- - - -	- - - -
Grace period (months pay delay)	principal, ending - - -	- - - -	- - - -
Monthly payment \$ -	- - -	- - - -	- - - -

## Assumption 8 - Payroll, nondirect

# of employees	Month 2 Month 3 Month 4	Month 5 Month 6 Month 7 Month 8	Month 9 Month 10 Month 11 Month 12 Total Year
avg hours each employee(s) worked per month, not in EOU above			
average per hour wage			
salary expense, excluduing payroll taxes	- - -	- - - -	- - - -

## Assumption 9 - Equipment Purchases, after start-up

Description	Month 2 Month 3 Month 4	Month 5 Month 6 Month 7 Month 8	Month 9 Month 10 Month 11 Month 12 Total Year

**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														
Diagnosis	6	-	700	700	980	980	1,260	1,260	1,540	1,540	1,820	1,820	2,100	14,700	30%
Repair	6	-	1,050	1,050	1,750	1,750	2,450	2,450	3,150	3,150	3,850	4,200	4,550	29,400	60%
Flush	6	-	280	280	280	280	420	420	560	560	700	700	700	5,180	11%
Total revenue		-	2,030	2,030	3,010	3,010	4,130	4,130	5,250	5,250	6,370	6,720	7,350	49,280	100%
Cost of Goods Sold	2														
Diagnosis	6	-	50	50	70	70	90	90	110	110	130	130	150	1,050	2%
Repair	6	-	330	330	550	550	770	770	990	990	1,210	1,320	1,430	9,240	19%
Flush	6	-	60	60	60	60	90	90	120	120	150	150	150	1,110	2%
Total COGS		-	440	440	680	680	950	950	1,220	1,220	1,490	1,600	1,730	11,400	23%
Gross profit		-	1,590	1,590	2,330	2,330	3,180	3,180	4,030	4,030	4,880	5,120	5,620	37,880	77%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	137	137	137	137	137	137	137	137	137	137	137	1,510	3%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	50	50	50	50	50	50	50	50	50	50	50	550	1%
Insurance - vehicle		-	130	130	130	130	130	130	130	130	130	130	130	1,430	3%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing		240												240	0%
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		30												30	0%
Tax service		-	100	100	100	100	100	100	100	100	100	100	100	1,100	2%
Telephone - cellular		1,250	50	50	50	50	50	50	50	50	50	50	50	1,800	4%
Start-up expenses		948	-	-	-	-	-	-	-	-	-	-	-	948	2%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		2,468	467	467	467	467	467	467	467	467	467	467	467	7,608	15%
Taxable profit (loss)	1	(2,468)	1,123	1,123	1,863	1,863	2,713	2,713	3,563	3,563	4,413	4,653	5,153	30,272	61%
Tax (expense) benefit	1						(1,554)			(2,460)			(3,555)	(7,568)	-15%
Owner's withdrawals	1	-	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(600)	(6,600)	-13%
Net profit (loss)		(2,468)	523	523	1,263	1,263	559	2,113	2,963	503	3,813	4,053	998	16,104	33%
Depreciation	3	-	137	137	137	137	137	137	137	137	137	137	137	1,510	
Equipment purchases	3	(8,235)	-	-	-	-	-	-	-	-	-	-	-	(8,235)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	20,000	-	-	-	-	-	-	-	-	-	-	-	20,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		9,297	660	660	1,400	1,400	696	2,250	3,100	640	3,950	4,190	1,135	29,379	
Cash, period start		-	9,297	9,957	10,617	12,017	13,417	14,113	16,363	19,463	20,104	24,054	28,244	-	
Cash, period end		9,297	9,957	10,617	12,017	13,417	14,113	16,363	19,463	20,104	24,054	28,244	29,379	29,379	

