

prison
entrepreneurship
program

**Business Plan Competition
May 23, 2025**

Jordan, Demond, Coy, Elio
Dr. Detail PhD

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Dr. Detail PhD

Business Plan
May 2025

Jordan
Owner & Founder

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
PERSONAL FIT	ERROR! BOOKMARK NOT DEFINED.
TEAM LEADERSHIP STATEMENT	ERROR! BOOKMARK NOT DEFINED.
PRODUCT/SERVICE OFFERING.....	ERROR! BOOKMARK NOT DEFINED.
MARKET/INDUSTRY	5
COMPETITION.....	5
DIFFERENTIATION	5
MARKETING STRATEGY	6
VISION AND OBJECTIVES	7
START-UP COST	8
FINANCIAL STATEMENT (PRO FORMA)	9
RÉSUMÉ	11

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">• Provide mobile car wash and detail services• Attract customers who value convenience and time saving options	<ul style="list-style-type: none">• Bringing reliable services and convenience to the busy car owner	<ul style="list-style-type: none">• Bring a wide variety of services to busy consumers																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">• Any consumer who owns a car• Commercial clients• Fleet operators (Taxis, rental cars & delivery services)• Corporate contracts	<ul style="list-style-type: none">• Fast and efficient and convenient• Customer feedback to help better our service	<ul style="list-style-type: none">• Headlight restoration• Windshield repair and replacement																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">• Word of mouth• Business cards/flyers• Logos on truck and trailer• Social media platforms	<table><tr><td>Owner investment - cash</td><td>\$30,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>25,000</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total startup costs:</td><td><u>\$55,000</u></td></tr></table>	Owner investment - cash	\$30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	25,000	Start up financing	-	Total startup costs:	<u>\$55,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 108,500</td><td>100%</td></tr><tr><td>COGS</td><td><u>22,700</u></td><td><u>21%</u></td></tr><tr><td>Gross profit</td><td>85,800</td><td>79%</td></tr><tr><td>Overhead</td><td><u>17,300</u></td><td><u>16%</u></td></tr><tr><td>Pretax income</td><td>68,500</td><td>63%</td></tr><tr><td>Tax expense</td><td>17,100</td><td>16%</td></tr><tr><td>Owner withdrawals</td><td><u>33,000</u></td><td><u>30%</u></td></tr><tr><td>Net income</td><td><u>\$ 18,300</u></td><td><u>17%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 108,500	100%	COGS	<u>22,700</u>	<u>21%</u>	Gross profit	85,800	79%	Overhead	<u>17,300</u>	<u>16%</u>	Pretax income	68,500	63%	Tax expense	17,100	16%	Owner withdrawals	<u>33,000</u>	<u>30%</u>	Net income	<u>\$ 18,300</u>	<u>17%</u>
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TEAM LEADERSHIP STATEMENT

Business Name: Dr. Detail PhD

CEO: Jordan

Jordan brings 7 years of experience in the auto detailing industry. He has customer service experience and also has knowledge of sales and production. He will bring organizational skills to the company.

COO: Demond

Demond brings 3 years of experience of general contracting in the construction industry. He has 9 years of customer service skills, and he also has team leadership skills he will bring to the company.

CFO: Coy

Coy brings 5 years' experience in the oilfield industry. He has 2 years of management experience where he will bring management skills and team leading skills to the company. He has experience with finance and numbers where he will be assisting with the financials in the company.

CMO: Elio

Elio brings over 1 year of experience in the industrial boiler maker industry. He will bring team building skills and has great customer service where he will bring great marketing to the company.

PRODUCT/SERVICE OFFERING

Hi, my name is Jordan, founder of Dr. Detail Ph.D. Professional Home Detailing. We offer a wide range of mobile car wash and detail packages. We also provide additional services like head light restoration and windshield repair and replacement. We will sell car accessories like air fresheners, car mats, seat covers and other items. Our car wash will account for 40%of revenues, and details 40%, windshield services 10% and car accessories 10% of our total revenue. We plan to open in 2028 for business. Our detail services will include seat and carpet shampoo, leather/vinyl scrub, hand waxing, clay bar treatments and buff and shine. We also have a variety of car wash packages from a basic wash to our red-carpet package. Our red-carpet package will include wash, towel dry with microfiber cloths, clean inside and outside windows, dust dash console, clean cup holders, vacuum and our super blow treatment (blowing compressor air in all crevices), and cream conditioner for all your leather/vinyl/hard surfaces and top it off with carpet freshener. We offer monthly memberships through our mobile app and use only earth friendly products, unlike other guys. We plan to expand by offering other pressure washing services after 5 years of service. Have a dirty car?? We've got a doctor for that.

MARKET/INDUSTRY

Nationally, the car wash industry accounts for annual revenues of approximately \$5.4 billion. There are many different types of car was venues including full-service units and self-service units and mobile services. The industry is highly fragmented. The 50 largest chains make up of only 15% of the market. Demand in this market is typically the highest on weekends.

COMPETITION

Nationally, the car wash industry accounts for annual revenues of approximately \$5.4 billion. There are many different types of car was venues including full-service units and self-service units and mobile services. The industry is highly fragmented. The 50 largest chains make up of only 15% of the market. Demand in this market is typically the highest on weekends.

DIFFERENTIATION

Just like with any business an opportunity lies in doing what others do not do. That is the best way of making money, finding an opportunity in the market doing what others won't do or are not prepared to do. We plan to use only earth friendly products and we want to develop a mobile app. dependability is also one of our biggest benefits. We will execute on our efficiency, speed and quality of our services. We will stay on a very personal level with customers by keeping a mailing list and sending birthday and Christmas cards.

MARKETING STRATEGY

Price:

At Dr. Detail Ph.D. our services will be priced low enough for customers to buy and high enough for us to for us to make a profit. We offer a wide range of car wash and detail packages. Our base car wash package exterior only will be \$24.99-29.99. Our basic full service wash will be \$34.99-39.99. This price reflects an oversize charge for larger vehicles. And our complete detail packages will be \$249.99. Our pricing strategy is based on per customer, per vehicle basis since several factors play a part in the price. These factors include travel expense, vehicle size, preferred packages, and many more

Place:

Although we are a mobile car wash and detail provider we will have a home base of Austin, Texas. This location is great because there is not a lot of mobile car washes and detail business. I also will focus on corporate contracts. So I will primarily be placed at office buildings, country clubs, etc. Texas has great weather year round to operate a mobile car wash and detail business. Since we are mobile, location is not a hindrance or a factor.

Promotion:

Our promotion strategy will initially be made through word of mouth since that is the advertising. We will later include networking, high quality brochures and business cards and internet. We plan to develop a website as all of our promotional materials will include our Webb address. We will spend about 2,000on promotional materials from our website to brochure, cards, flyers, t-shirts, etc.

VISION AND OBJECTIVES

First Two Months After Starting

- Establish initial clientele
- Continue building partnership
- Successfully operate 1st unit/crew team

First Year

- Establish regular customer base
- Grow my promotions/marketing
- Purchase new equipment

Second Year

- Begin to operate 2nd unit/crew
- Implement business youth
- Review marketing strategy

Fifth Year

- Expand through center Texas
- Operate 3 trucks/vans multiple units

Tenth Year

- Expand throughout center Texas
- Expand services/ menu list

Philanthropy

Give back to the homeless through outreach and offer 2nd chance opportunities.

Community Impact

Serve God, serve people, and serve community.

START-UP COST

Owner's name	Jordan
Company name	Dr. Detail PhD
NAICS Business Classification	
Sector (general classification)	
Sub-sector (more specific classification)	

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	750		
cell phone purchase	100		
car/truck down payment, if leased			
permits	150		
supplies, office & misc.	250		
Chemicals	200		
Soaps and Degreasers	200		
Waxes	200		
Cash needed for start-up expenses	1,850		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	2,000	25,000	27,000
company trailer	6,000		
computer, printer, fax	100		100
Equipmnt	4,500		4,500
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	15,550	N/A	N/A
Cash needed for start-up assets	28,150	25,000	31,600
			60 assumed life (months)
			527 monthly depreciation
Total start up cost	55,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	55%
Vehicle loan and other equipment debt (see note 7 for financing)	25,000	45%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	55,000	100%

Jordan dba Dr. Detail PhD
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														
Basic Exterior Car Wash	6	-	1,600	1,600	1,600	2,000	2,400	3,000	3,000	3,200	3,200	3,200	3,200	28,000	26%
Red Carpet Package	6	-	1,500	1,500	1,500	1,875	2,250	2,625	2,625	3,000	2,625	2,625	3,000	25,125	23%
Complete Detail	6	-	2,800	2,800	2,800	4,200	4,200	4,200	5,040	5,600	7,000	8,400	8,400	55,440	51%
Total revenue		-	5,900	5,900	5,900	8,075	8,850	9,825	10,665	11,800	12,825	14,225	14,600	108,565	100%
Cost of Goods Sold	2														
Basic Exterior Car Wash	6	-	520	520	520	650	780	975	975	1,040	1,040	1,040	1,040	9,100	8%
Red Carpet Package	6	-	340	340	340	425	510	595	595	680	595	595	680	5,695	5%
Complete Detail	6	-	400	400	400	600	600	600	720	800	1,000	1,200	1,200	7,920	7%
Total COGS		-	1,260	1,260	1,260	1,675	1,890	2,170	2,290	2,520	2,635	2,835	2,920	22,715	21%
Gross profit		-	4,640	4,640	4,640	6,400	6,960	7,655	8,375	9,280	10,190	11,390	11,680	85,850	79%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	527	527	527	527	527	527	527	527	527	527	527	5,793	5%
Gasoline & fuels	-													-	0%
Insurance - bonding	-		150	150	150	150	150	150	150	150	150	150	150	1,650	2%
Insurance - vehicle	-		250	250	250	250	250	250	250	250	250	250	250	2,750	3%
Interest - equip & start up	7	-	167	164	162	160	158	155	153	150	148	146	143	1,706	2%
Marketing	750	-	100	100	100	100	100	100	100	100	100	100	100	1,850	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	150													150	0%
Supplies	250		125	125	125	125	125	125	125	125	125	125	125	1,625	1%
Tax service	-													-	0%
Telephone - cellular	100		100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Start-up expenses	600		-	-	-	-	-	-	-	-	-	-	-	600	1%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		1,850	1,418	1,416	1,414	1,411	1,409	1,407	1,404	1,402	1,400	1,397	1,395	17,324	16%
Taxable profit (loss)	1	(1,850)	3,222	3,224	3,226	4,989	5,551	6,248	6,971	7,878	8,790	9,993	10,285	68,526	63%
Tax (expense) benefit	1			(1,149)			(3,441)			(5,274)			(7,267)	(17,131)	-16%
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)	-30%
Net profit (loss)		(1,850)	222	(925)	226	1,989	(891)	3,248	3,971	(396)	5,790	6,993	18	18,394	17%
Depreciation	3	-	527	527	527	527	527	527	527	527	527	527	527	5,793	
Equipment purchases	3	(37,600)	-	-	-	-	-	-	-	-	-	-	-	(37,600)	
Principle, equipment loan	7	25,000	(340)	(343)	(345)	(347)	(349)	(352)	(354)	(356)	(359)	(361)	(364)	21,130	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		15,550	408	(741)	408	2,168	(713)	3,423	4,143	(226)	5,958	7,158	181	37,718	
Cash, period start		-	15,550	15,958	15,217	15,625	17,793	17,080	20,503	24,646	24,420	30,378	37,536	-	
Cash, period end		15,550	15,958	15,217	15,625	17,793	17,080	20,503	24,646	24,420	30,378	37,536	37,718	37,718	

