

prison
entrepreneurship
program

**Business Plan Competition
May 23, 2025**

David, Ruben, Stephen, Louis
M&M Transport

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M&M Transport

Business Plan
May 2025

David
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">Houston is a major hub for commercial activity. There is a strong demand for a Transportation service due to the city’s active commercial and residential projects.	<ul style="list-style-type: none">To serve the needs of the commercial and residential sector with on demand, custom and scheduled delivery services.	<ul style="list-style-type: none">Start up and transportation service dedicated to same day urgent freight deliveries.Focus on small urgent loads and materials, equipment and parts.																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">We will be targeting both residential and commercial projects within a 30-mile radius of downtown Houston area and surrounding areas.	<ul style="list-style-type: none">We offer cost effective solutions.Same day/speedy deliveries24/7 services for urgent transport needs.Pinpoint GPS location available to customers at all times.	<ul style="list-style-type: none">We offer highly customize services for all things needing transportingWe handle time critical shipments and equipment haulingA notification sent straight to your device upon completion of shipment.																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">We plan to network with local businesses in need of transport service, to establish our brand and attract repeat clients.Ensure our business is visible online using SEO features associated with google to optimize our web traffic.	<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>-</td></tr><tr><td>Start up financing</td><td>50,000</td></tr><tr><td>Total startup costs:</td><td><u>\$ 80,000</u></td></tr></table>	Owner investment - cash	\$ 30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	50,000	Total startup costs:	<u>\$ 80,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 153,200</td><td>100%</td></tr><tr><td>COGS</td><td>57,400</td><td>37%</td></tr><tr><td>Gross profit</td><td>95,700</td><td>62%</td></tr><tr><td>Overhead</td><td>74,300</td><td>48%</td></tr><tr><td>Pretax income</td><td>21,300</td><td>14%</td></tr><tr><td>Tax expense</td><td>5,300</td><td>3%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 16,000</u></td><td><u>10%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 153,200	100%	COGS	57,400	37%	Gross profit	95,700	62%	Overhead	74,300	48%	Pretax income	21,300	14%	Tax expense	5,300	3%	Owner withdrawals	-	0%	Net income	<u>\$ 16,000</u>	<u>10%</u>
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TEAM LEADERSHIP STATEMENT

Business Name: M&M Transport

CEO: David

David is a CDL Class A driver with 10 years' experience in supply chain industry. He has worked for Star Transport and Budweiser, he also was a project supervisor for 2 years as a quality inspector. Ronnie specializes in team leadership and management.

COO: Ruben

Rueben has 20 years' experience in the supply chain industry as a driver/dispatcher. Rueben also has 10 years' experience as a safety manager, with strong leadership and team management.

CFO: Stephen

Stephen has 5 years in the landscaping business, 2 years electricians' helper while taking an electrical trade as an assembly line technician and 1-year water well drilling.

CMO: Louis

Louis has 15 years' experience in the food service as a cook and will be bringing his talents and knowledge of the food industry to the team. He also has 10 years warehouse experience and is forklift certified with a strong knowledge of use of all power tools.

PRODUCT/SERVICE OFFERING

We are M&M transport, and we provide quality on time delivery of your product and or merchandise abroad. Our quality delivery service brings in 100% of our revenue. We plan to be in business and ready to go, the beginning of the year 2026. We will be available for any and all of your shipping needs no matter what you have. IF you need it moved, M&M will get the job done quickly and safely guaranteeing your products delivery in the best condition. In the supply chain management business competition is everywhere, but with our experience of over 8 years over the road M&M transport has to be at the top of your list to handle your quality goods and merchandise. To ensure our quality we also provide GPS trackers installed in each of our trucks available for you as the customer can look online and see precisely where your product is located and, also text/email alert of the exact drop off of your shipment. We also guarantee your product delivered safely and secured or your money back, also if freight is by chance damaged in any way M&M transport will reimburse you for your loss in full. Future goals we have here at M&M transport is to be an authorized and established U-Haul rental and storage facility for your storage needs. We are planning that with our transport side of things to be very lucrative therefor having the means and availability to expand promising specialty services. In addition, I feel that with our experience and loyalty for quality customer service that you won't be disappointed in choosing M&M transport with the trust to get the job done, for you we are available for you 24 hours a day 7 days a week and even holidays or last-minute emergency freight. ANYTIME!

MARKET/INDUSTRY

I am going to transport goods and products in the supply chain industry from place to place for companies. I am going to provide quality and reliable service and guarantee their shipment safety. I provide over 8 years of experience and GPS trackers on my trucks available for pin point location anytime the customer has the desire to know its whereabouts. I market my services to anyone who has freight or things moved and delivered. I do this because the supply chain industry is a multi-billion-dollar industry and I know I can stay productive and successful doing it.

COMPETITION

My competition is everywhere but at the same time I will offer competitive prices and quality service and also know my completion on a first name basis, meaning I will work with them; therefore, we can help each other be and stay successful. I will know firsthand the services they offer and adapt the same services if profitable to the services I offer. Networking is a must in the supply chain management industry. I plan on networking with as many people as possible.

DIFFERENTIATION

I believe I am different than my competition because of my experience and the genuine love I have for what I do. I love the open road and the different things I see daily my scheduled-on time delivery consistently and the transparent relationship I have with my customers. Trust is a must and quality plus experience will always be my deference maker from others.

MARKETING STRATEGY

PRICE:

I will quote my shipment by how much volume is being moved. Also “per load” and who the customer is. Several factors come into play which include the weight, dimensions, destination, type of product any special loading requirements and the current price of fuel revenue is considered on a commission basis. A median price of \$1500 per load is assumed into the projected income statement. M&M Transport will be fair and reasonable with pricing.

PLACE:

The original location will be around the North part of Houston, Texas this location is central enough to serve the 4th biggest city in a timely manner and maintain my company’s success and stability. Since my business is over the road I can maintain steady work abroad with internet service and capable phone me staying busy will not be a problem. M&M Transport will not be hard to find and locate.

PROMOTION:

M&M Transport will be known through word of mouth. I plan to promote M&M Transport Services several ways. I will use business cards, brochures, promotional caps, pens and scratch pads. I also have several years of experience in a big rig over there in contacts and will generate business from several other people. I have factored all these expenses in the initial startup cost and initial monthly income.

VISION AND OBJECTIVES

Two Months Before Starting

- Finalize my business plan with professional support and guidance from attorneys and CPA's.
- Establish equipment, office space and equipment storage facility.
- Obtain licenses and permits necessary, DBA and LLC.
- Make sure I have everything in order from small things to big things.
- Start to market my business on social media and on shirts and hats.

First Two Months After Starting

- Have made 100 to 150 successful deliveries.
- Making several contacts and developing relationships with customers.
- Companies in my field.

First Year

- Have contracts with several companies and contractors to be exclusive.
- Delivery service to their work sites.
- Work on marketing my services abroad.

Second Year

- Begin to slowly add more trucks to my business.
- Look into becoming an authorized U-Haul rental facility and storage.
- Look into expanding my delivery service area abroad.

Fifth Year

- Hire customer service and management staff to support.
- Growing expansion.

Tenth Year

- Continue to build and grow productively in all areas.
- Make sure everyone in my organization is happy in all aspects.

Philanthropy

We want to organize a charity for the Ronald McDonald house and cancer research centers.

Community Impact

We plan to have special events with church and local community centers in our area.

START-UP COST

Owner's name	David
Company name	M&M Transport
NAICS Business Classification	
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		
marketing, business cards, fliers	200		
cell phone purchase	100		
car/truck down payment, if leased			
permits			
supplies, office & misc.			
Straps Chains & Load Securement	1,000		
DOT Authority	300		
Business Licences Registration	1,000		
Cash needed for start-up expenses	2,600		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	28,000		28,000
company trailer	7,500		
computer, printer, fax	1,500		1,500
Load Board dispatching equipment	100		100
Eletronic logging device	400		400
			-
building/office deposit		N/A	N/A
beginning cash balance	39,900	N/A	N/A
Cash needed for start-up assets	77,400	-	30,000
			60 assumed life (months)
			500 monthly depreciation
Total start up cost	80,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	38%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	50,000	63%
Outside equity investment, if applicable		0%
Total start up cost, total sources	80,000	100%

FINANCIALS STATEMENT (PRO FORMA)

David dba M&M Transport
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3				
Product description	Regular Freight				Large Freight								
	Schdule transport small/medium loads				Heavy eqiupment and construction material								
Price per unit	400.00		100%		400.00		100%				0%		
Cost of <u>one</u> 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	Fuel		100.00	25%	Fuel		100.00	25%				0%	
cost 2 description	Weight		50.00	13%	Weight		50.00	13%				0%	
cost 3 description				0%				0%				0%	
cost 4 description				0%				0%				0%	
Total variable costs			150.00	38%			150.00	38%			-	0%	
Gross profit per unit - what you see on income statement			250.00	63%			250.00	63%			-	0%	
	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
Regular Freight sold		28	28	28	30	30	30	31	31	31	31	31	329
Large Freight sold		3	3	3	5	5	5	6	6	6	6	6	54
sold													-
total revenue		\$ 12,400	\$ 12,400	\$ 12,400	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,800	\$ 14,800	\$ 14,800	\$ 14,800	\$ 14,800	\$ 153,200
total cost of sales		\$ 4,650	\$ 4,650	\$ 4,650	\$ 5,250	\$ 5,250	\$ 5,250	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 5,550	\$ 57,450
total income statement gross profit (excludes owner labor)		\$ 7,750	\$ 7,750	\$ 7,750	\$ 8,750	\$ 8,750	\$ 8,750	\$ 9,250	\$ 9,250	\$ 9,250	\$ 9,250	\$ 9,250	\$ 95,750

Assumption 7 - Financing

			Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet			amortization schedule											
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	\$ 50,000	principal, beginning	50,000	50,000	50,000	50,000	50,000	50,000	48,839	47,667	46,483	45,287	44,079	
Interest rate (example 8%)	12.0%	interest expense	-	-	-	-	-	500	488	477	465	453	441	2,824
Payback period (# of months)	36	principal payment	-	-	-	-	-	(1,161)	(1,172)	(1,184)	(1,196)	(1,208)	(1,220)	(7,141)
Grace period (months pay delay)	6	principal, ending	50,000	50,000	50,000	50,000	50,000	48,839	47,667	46,483	45,287	44,079	42,859	
Monthly payment	\$ 1,661													

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
	1	1	1	1	1	1	1	1	1	1	1	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	25.00	
salary expense, excluduing payroll taxes	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000

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

David dba M&M Transport
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														
Regular Freight	6	-	11,200	11,200	11,200	12,000	12,000	12,000	12,400	12,400	12,400	12,400	12,400	131,600	86%
Large Freight	6	-	1,200	1,200	1,200	2,000	2,000	2,000	2,400	2,400	2,400	2,400	2,400	21,600	14%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	12,400	12,400	12,400	14,000	14,000	14,000	14,800	14,800	14,800	14,800	14,800	153,200	100%
Cost of Goods Sold	2														
Regular Freight	6	-	4,200	4,200	4,200	4,500	4,500	4,500	4,650	4,650	4,650	4,650	4,650	49,350	32%
Large Freight	6	-	450	450	450	750	750	750	900	900	900	900	900	8,100	5%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	4,650	4,650	4,650	5,250	5,250	5,250	5,550	5,550	5,550	5,550	5,550	57,450	38%
Gross profit		-	7,750	7,750	7,750	8,750	8,750	8,750	9,250	9,250	9,250	9,250	9,250	95,750	63%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	500	500	500	500	500	500	500	500	500	500	500	5,500	4%
Gasoline & fuels	-	-												-	0%
Insurance - bonding	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	7%
Insurance - vehicle	-	-												-	0%
Interest - equip & start up	7	-	-	-	-	-	-	500	488	477	465	453	441	2,824	2%
Marketing	200	200	200	200	200	200	200	200	200	200	200	200	200	2,400	2%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	29%
Payroll taxes (9%)	6 & 8	-	360	360	360	360	360	360	360	360	360	360	360	3,960	3%
Permits	-	-												-	0%
Supplies	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Tax service	-	-												100	0%
Telephone - cellular	100	100	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Start-up expenses	2,300	-	-	-	-	-	-	-	-	-	-	-	-	2,300	2%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		2,600	6,260	6,260	6,260	6,260	6,260	6,760	6,748	6,737	6,725	6,713	6,801	74,384	49%
Taxable profit (loss)	1	(2,600)	1,490	1,490	1,490	2,490	2,490	1,990	2,502	2,513	2,525	2,537	2,449	21,366	14%
Tax (expense) benefit	1			(95)			(1,618)			(1,751)			(1,878)	(5,342)	-3%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(2,600)	1,490	1,395	1,490	2,490	873	1,990	2,502	762	2,525	2,537	571	16,025	10%
Depreciation	3	-	500	500	500	500	500	500	500	500	500	500	500	5,500	
Equipment purchases	3	(37,500)	-	-	-	-	-	-	-	-	-	-	-	(37,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	50,000	-	-	-	-	-	(1,161)	(1,172)	(1,184)	(1,196)	(1,208)	(1,220)	42,859	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		39,900	1,990	1,895	1,990	2,990	1,373	1,329	1,829	78	1,829	1,829	(149)	56,884	
Cash, period start		-	39,900	41,890	43,785	45,775	48,765	50,138	51,467	53,296	53,374	55,203	57,033	-	
Cash, period end		39,900	41,890	43,785	45,775	48,765	50,138	51,467	53,296	53,374	55,203	57,033	56,884	56,884	

