

prison
entrepreneurship
program

**Business Plan Competition
May 23, 2025**

Ronnie, Gabriel, Darius
The Perfect Blend

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

The Perfect Blend

Business Plan
May 2025

Ronnie
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">There is virtually no homemade quality food service business open during the night between 9pm and 6am in Houston, Tx.	<ul style="list-style-type: none">One goal in mind our mission will be to serve.	<ul style="list-style-type: none">We will be providing homemade quality entrees during the hours where good food is hard to find																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">We are targeting all poultry consumers and people who love good food.	<ul style="list-style-type: none">We will be stationed at 24-hour incubator businesses targeting customers of the 24hr establishment.	<ul style="list-style-type: none">There is no one with our type of food creations even the recipes are very unique.																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">At 14.99 per plate with over five entrees to choose from we will be highly competitive in the food service industry.	<table><tr><td>Owner investment - cash</td><td>\$15,000</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>30,000</td></tr><tr><td>Total startup costs:</td><td><u>\$45,000</u></td></tr></table>	Owner investment - cash	\$15,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	30,000	Total startup costs:	<u>\$45,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 359,700</td><td>100%</td></tr><tr><td>COGS</td><td><u>102,900</u></td><td><u>29%</u></td></tr><tr><td>Gross profit</td><td>256,800</td><td>71%</td></tr><tr><td>Overhead</td><td><u>64,400</u></td><td><u>18%</u></td></tr><tr><td>Pretax income</td><td>192,300</td><td>53%</td></tr><tr><td>Tax expense</td><td>48,000</td><td>13%</td></tr><tr><td>Owner withdrawals</td><td><u>44,000</u></td><td><u>12%</u></td></tr><tr><td>Net income</td><td><u>\$ 100,200</u></td><td><u>28%</u></td></tr></table>	Year one summary income statement:			Sales	\$ 359,700	100%	COGS	<u>102,900</u>	<u>29%</u>	Gross profit	256,800	71%	Overhead	<u>64,400</u>	<u>18%</u>	Pretax income	192,300	53%	Tax expense	48,000	13%	Owner withdrawals	<u>44,000</u>	<u>12%</u>	Net income	<u>\$ 100,200</u>	<u>28%</u>
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TEAM LEADERSHIP STATEMENT

CEO/CFO: Ronnie

Ronnie brings a vast variety of expertise and knowledge to The Perfect Blend. Ronnie has multiple years of experience in general labor, food service, and heavy equipment operations. Ronnie also specializes in service, team leadership, and management.

COO: Gabriel

Gabriel will revolutionize The Perfect Blend by bringing his knowledge and skill in the industrial field, and professional experience as a welder. With 10 years of verifiable work history and experience. He specializes in business management and operations.

CMO: Darius

Darius will be bringing his talent and knowledge of the food service industry to The Perfect Blend. He has more than 10 years of work history he also is an ASE certified mechanic as well as a diesel mechanic. Darius specializes in marketing and research.

PRODUCT/SERVICE OFFERING

The Perfect Blend is a family owned and operated business. We will have a unique selection of product for our customers to choose from. Chicken breast will be at least 70% of our total revenue, with sides deserts and condiments making up the remaining 30%.

We will be dealing mainly with chicken breast with a variety of sides and deserts to choose from. Our goal is to be fully operational by 2027.

Chicken from only the best farms will be selected. We also plan on using chicken with in hormones, antibiotics, steroids or preservatives added. Giving our customers the freshest and healthiest product for their consumption.

MARKET/INDUSTRY

The Perfect Blend is in the ever growing and evolving pool service industry. With estimated numbers in the multi-millions annually. We plan to surpass those numbers over the next 5yrs. The Perfect Blend will be servicing the overnight late customers opening from 6a.m. to 6 p.m. The per pound cost of product is low and will be easily obtained and well-funded.

COMPETITION

During hours of operations our main competitors will be mainly the commercial brand twenty-four-hour operations, but we believe they won't hold much of a competitive advantage because we are not in direct competition for the same exact customer base.

DIFFERENTIATION

The Perfect Blend will be dealing mainly with chicken breast. Our competitors are mainly focused on burgers and tacos. Although we are all food service based we hold a competitive advantage because we are new and will be also competing at a rapid and high-level pace.

MARKETING STRATEGY

PRICE:

The Perfect Blend will have a set price at \$15 dollars per dinner. The sides will be included and also sold separately, additional sales will be generated from desserts and drinks.

PLACE:

The Perfect Blend will be located in Houston, Tx on the southeast side in the Foster place and Sunnyside area 10-15 min drive from N.R.G stadium and 15-20min drive from downtown Houston, giving as access to customers from a variety of locations around town.

PROMOTION:

The Perfect Blend will be on all social media platforms and will be available on Doordash, Uber Eats, and GrubHub. We will also be implementing ads in the local newspapers as well as radio advertisement. Flyers will be handed out and placed in convenient stores throughout the Houston area. We will also be using word of mouth to further expand the firm.

VISION AND OBJECTIVES

Two Months Before Starting

- Have talks with potential investors get loans and capital.
- Gain licenses dba LLC operational business criteria.
- Calculate cost
- Secure equipment i.e. trucks and other cooking equipment.
- Find location, begin promotions by flyers and business cards etc.
- Hire Staff, set up area for opening.

First Two Months After Starting

- Start with samples taste testing for customers.
- Begin sales
- Grow relationships with suppliers.

First Year

- Continued growth
- Well-oiled machine building brand and culture.
- Focused on profits and losses and on what needs improvement.

Second Year

- Saving and investing
- Still working on way to advance
- Looking into other way of growing full scale.

Fifth Year

- Expand operations
- Open another firm maybe a brick and mortar

Tenth Year

- Maybe more expansions/franchise
- Hire more employees

Philanthropy

Giving back to the community clothing drive, donations feeding the needy.

Community Impact

Well respected loved and still contributing to the community.

START-UP COST

Owner's name Ronnie
 Company name The Perfect Blend

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	75
cell phone purchase	50
car/truck down payment, if leased	
permits	125
supplies, office & misc.	1,000
insurance	170

Cash needed for start-up expenses 1,420

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	20,000		20,000
company trailer			
computer, printer, fax	1,500		1,500
oven and grill	3,300		3,300
fridge	150		150
Generator	500		500
building/office deposit		N/A	N/A
beginning cash balance	18,130	N/A	N/A
Cash needed for start-up assets	43,580	-	25,450

60 assumed life (months)
424 monthly depreciation

Total start up cost 45,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	15,000	33%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	30,000	67%
Outside equity investment, if applicable		0%
Total start up cost, total sources	45,000	100%

FINANCIALS STATEMENT (PRO FORMA)

Ronnie dba The Perfect Blend
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Chicken Breast				The Asian				The American			
Product description	The Carribian Chicken Breast				The Asian				The American			
Price per unit	14.99 100%				14.99 100%				14.99 100%			
Cost of <u>one</u> unit												
Non-owner payroll exp.	hours	rate	-	0%	hours	rate	-	0%	hours	rate	-	0%
Non-owner payroll tax	9.0%		-	0%			-	0%			-	0%
cost 1 description	Chicken Breast, and supplies				Chicken Breast, and supp				Chicken Breast, and supp			
cost 2 description												
cost 3 description												
cost 4 description												
Total variable costs	4.29 29%				4.29 29%				4.29 29%			
Gross profit per unit - what you see on income statement	10.70 71%				10.70 71%				10.70 71%			

	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
Chicken Breast sold		200	600	800	800	800	800	800	800	800	800	800	8,000
total revenue		\$ 8,994	\$ 26,982	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 35,976	\$ 359,760
total cost of sales		\$ 2,574	\$ 7,722	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 10,296	\$ 102,960
total income statement gross profit (excludes owner labor)		\$ 6,420	\$ 19,260	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 25,680	\$ 256,800

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	\$ 30,000	principal, beginning	30,000	30,000	30,000	28,797	27,590	26,380	25,165	23,946	22,723	21,496	20,265	
Interest rate (example 8%)	4.0%	interest expense	-	-	100	96	92	88	84	80	76	72	68	755
Payback period (# of months)	24	principal payment	-	-	(1,203)	(1,207)	(1,211)	(1,215)	(1,219)	(1,223)	(1,227)	(1,231)	(1,235)	(10,970)
Grace period (months pay delay)	3	principal, ending	30,000	30,000	28,797	27,590	26,380	25,165	23,946	22,723	21,496	20,265	19,030	
Monthly payment	\$ 1,303													

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees	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	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	
salary expense, excludng payroll taxes	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000

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

The Perfect Blend
Ronnie, Gabriel, Darius

Ronnie dba The Perfect Blend
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														
Chicken Breast	6	-	2,998	8,994	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	119,920	33%
line not used	6	-	2,998	8,994	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	119,920	33%
line not used	6	-	2,998	8,994	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	11,992	119,920	33%
Total revenue		-	8,994	26,982	35,976	35,976	35,976	35,976	35,976	35,976	35,976	35,976	35,976	359,760	100%
Cost of Goods Sold	2														
Chicken Breast	6	-	858	2,574	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	34,320	10%
line not used	6	-	858	2,574	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	34,320	10%
line not used	6	-	858	2,574	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	3,432	34,320	10%
Total COGS		-	2,574	7,722	10,296	10,296	10,296	10,296	10,296	10,296	10,296	10,296	10,296	102,960	29%
Gross profit		-	6,420	19,260	25,680	25,680	25,680	25,680	25,680	25,680	25,680	25,680	25,680	256,800	71%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	424	424	424	424	424	424	424	424	424	424	424	4,666	1%
Gasoline & fuels	-	-	75	75	75	75	75	75	75	75	75	75	75	825	0%
Insurance - bonding	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Insurance - vehicle	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Interest - equip & start up	7	-	-	-	100	96	92	88	84	80	76	72	68	755	0%
Marketing	75	-	75	75	75	75	75	75	75	75	75	75	75	900	0%
Office - rent	-	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	3%
Office - insurance	-	-	170	170	170	170	170	170	170	170	170	170	170	1,870	1%
Office - telephone	-	-												-	0%
Office - utilities	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Payroll - not owner and not in COGS	8	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	6%
Payroll taxes (9%)	6 & 8	-	180	180	180	180	180	180	180	180	180	180	180	1,980	1%
Permits	125	-	-	-	-	-	-	-	-	-	-	-	-	125	0%
Supplies	1,000	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	3%
Tax service	-	-	190	190	190	190	190	190	190	190	190	190	190	2,090	1%
Telephone - cellular	50	-	50	50	50	50	50	50	50	50	50	50	50	600	0%
Start-up expenses	170	-	-	-	-	-	-	-	-	-	-	-	-	170	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		1,420	5,664	5,664	5,764	5,760	5,756	5,752	5,748	5,744	5,740	5,736	5,732	64,480	18%
Taxable profit (loss)	1	(1,420)	756	13,596	19,916	19,920	19,924	19,928	19,932	19,936	19,940	19,944	19,948	192,320	53%
Tax (expense) benefit	1		(3,233)				(14,940)			(14,949)			(14,958)	(48,080)	-13%
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)	-12%
Net profit (loss)		(1,420)	(3,244)	6,363	15,916	15,920	984	15,928	15,932	987	15,940	15,944	990	100,240	28%
Depreciation	3	-	424	424	424	424	424	424	424	424	424	424	424	4,666	
Equipment purchases	3	(25,450)	-	-	-	-	-	-	-	-	-	-	-	(25,450)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	30,000	-	-	(1,203)	(1,207)	(1,211)	(1,215)	(1,219)	(1,223)	(1,227)	(1,231)	(1,235)	19,030	
Owner contribution	3	15,000	-	-	-	-	-	-	-	-	-	-	-	15,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		18,130	(2,820)	6,787	15,137	15,137	197	15,137	15,137	188	15,137	15,137	179	113,485	
Cash, period start		-	18,130	15,310	22,097	37,234	52,372	52,569	67,706	82,843	83,032	98,169	113,306	-	
Cash, period end		18,130	15,310	22,097	37,234	52,372	52,569	67,706	82,843	83,032	98,169	113,306	113,485	113,485	

