

prison  
entrepreneurship  
program

**Business Plan Competition  
June 20, 2025**

Crescent City's Wing-N-It Café

Prison Entrepreneurship Program  
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# ***Crescent City's Wing-N-It Café***

Business Plan  
June 2025

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none"><li>Where are the authentic flavors of New Orleans being sold?</li><li>Restaurant that makes you feel like you’re in New Orleans.</li><li>Cook off contests for our customers.</li></ul>	<ul style="list-style-type: none"><li>Bring the bold, rich taste of New Orleans to our customers through high quality, creative flavorful wing sauces.</li><li>Bringing the flavor of New Orleans to your wings.</li></ul>	<ul style="list-style-type: none"><li>Establishing a thriving New Orleans themed wing spot offering a unique dining experience, centered around authentic New Orleans flavors and creole/ Cajun cuisine.</li><li>Crawfish bowls, etouffees and jambalaya contests.</li></ul>																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none"><li>Local college students</li><li>Young professionals</li><li>Families looking for casual dining</li><li>Sports enthusiasts</li><li>Food bloggers</li><li>Visitors/tourists</li></ul>	<ul style="list-style-type: none"><li>Exclusive home-made sauces inspired by New Orleans flavors not commonly found in mainstream wing restaurants.</li><li>A themed dining experience that immerses guests in New Orleans culture.</li></ul>	<ul style="list-style-type: none"><li>Over twenty years of experience in the restaurant and hospitality industry.</li></ul>																																							
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none"><li>Pure promotions</li><li>Bootstrap marketing</li><li>Mixed-model promotions</li></ul>	<table><tr><td>Owner investment - cash</td><td>\$</td><td>-</td></tr><tr><td>Owner investment - equity</td><td></td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td></td><td>-</td></tr><tr><td>Start up financing</td><td></td><td>400,000</td></tr><tr><td><b>Total start up costs:</b></td><td></td><td><b><u>\$400,000</u></b></td></tr></table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		400,000	<b>Total start up costs:</b>		<b><u>\$400,000</u></b>	<table><tr><td>Sales:</td><td>\$ 363,000</td><td>100%</td></tr><tr><td>COGS</td><td>164,000</td><td>45%</td></tr><tr><td>Gross profit</td><td>198,900</td><td>55%</td></tr><tr><td>Overhead</td><td>172,100</td><td>47%</td></tr><tr><td>Pretax income</td><td>26,800</td><td>7%</td></tr><tr><td>Tax expense</td><td>6,700</td><td>2%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 20,100</td><td>6%</td></tr></table>	Sales:	\$ 363,000	100%	COGS	164,000	45%	Gross profit	198,900	55%	Overhead	172,100	47%	Pretax income	26,800	7%	Tax expense	6,700	2%	Owner withdrawals	-	0%	Net income	\$ 20,100	6%
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## **LEADERSHIP STATEMENT**

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**CEO:** Deric takes pride in being a goal-oriented, energetic and skilled worker. He has proven his effective work ethics with over 20 years in customer service and restaurant hospitality as a qualified chef. He welcomes challenges and works both independently and as a team player. He always implements and executes plans, all while constantly delivering professional customer service. Leading by example while being a motivator all contributes to the bottom line of the corporation that hires him.

**CMO:** Steven is a self-motivated individual with a proven track record of successful leadership in the petrol/chemical industry. His lead by example mentality that fosters a natural leadership role in all his work relationships. Mr. Jez's educational background includes an AAS., degree for Electronic Engineering Technology and he is a nationally certified Journeyman Industrial Electrician as well as Journeyman Instrument Technician. He has worked in the industry for over 20 years, during which he was the successful owner of an industrial maintenance company Titan Electrical Solutions.

**CFO:** Vincent is a highly driven, hardworking individual that is a highly skilled carpenter in the construction industry. He has over four years of experience in this field. He works well with his hands. Not only is he a quick learner but is also able to implement what he has learned. He will lead by example with humility at the sacrifice of personal glory.

**COO:** Grady is an outspoken, resourceful and creative individual with over 20 years in the food service and hospitality industry. He has worked in all types of restaurants from casual eateries to fine dining and has held all positions including team lead, supervisor and manager. This has given him well-rounded knowledge of the restaurant business and experience in all areas. His time in this industry has allowed him to meet and work with all types of people and interact with customers from all walks of life. He also has a fierce passion for food and customer satisfaction. He takes great pride in generating and executing culinary conceptual ideas while continuing to push the envelope. All of this and his degree in design and marketing allow him to take his ideas and package them into realities that everyone can enjoy.

## **PRODUCT/SERVICE OFFERING**

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Crescent City's Wing-N-It Café is a family vibe wing café open to all chicken lovers. We will provide a variety of created Louisiana wing sauces along with Louisiana staple Cajun and creole side dishes and sandwiches. We predict our chicken wing sales alone will account for 40% of our total revenue. Our chicken wings with authentic homemade sides are 35% and our po'boys with chips will be 25% of our revenue. Our plan is to open and target the local college students in the Dallas/Fort Worth area in the spring of 2027 starting with the SMU campus in Dallas, Tx.

Crescent City adds an interactive and surprising element to the experience, making your dining experience with us engaging and memorable. Experimental dining is on the rise with customers willing to pay more for unique food experiences. Our concept sets us apart from traditional wing restaurants by the listening of New Orleans blues or jazz playing through the speakers, storytelling, developed friendships and the authentic New Orleans foods and flavors and turning it all into an unforgettable night.

We will stay ahead of our competition by engaging with our customers with sauces that they would like to taste. We will aim for a soft launch 2 to 3 months before our grand opening to every new up and coming location. This will allow us to secure the perfect location. This will allow us time to secure the perfect location and fine tune the menu. It will also help us test operations and refine the customers experience. We will give your customers experience. We will give our customers the best New Orleans ride that we can give and it's out of love.

## **MARKET/INDUSTRY**

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Chicken wings are a \$1.62 billion dollar a year industry with a profit margin of 80%. New Orleans, Louisiana, welcomes an average of 17 million visitors and domestic tourists per year. By the year 2030 the sale of Cajun foods will be estimated at \$423 million dollars a year.

## **COMPETITION**

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Our direct competitors will consist of restaurants that specialize in chicken wings such as Wingstop And Buffalo Wild Wings. Our indirect competitors will be Hooters, Popeyes and Pluckers. Our advantage over them all is our creative and amazing flavors.

## **DIFFERENTIATION**

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We differ from our competitors because we are committed to excellence with our family friendly environment. Our wings are covered with creative homemade sauces or rubs. Each meal is served with authentic homemade Cajun and creole sides. Crescent City Wings Café brings New Orleans to you whenever you enter. The music, vibe, food, flavors, fun and laughter. We are family and you will be treated as such.

## MARKETING STRATEGY

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### **Price:**

Our prices will vary and they will be reasonable compared to any other chicken wings store and affordable. We will keep our ears and eyes open to our competitors on what is being offered and discounted. We will compete against any and every one of them and win.

### **Place:**

Our first Crescent City Wings Café will be located in the downtown Dallas area minutes from Highland Parks and uptown neighborhoods and within walking distance from the SMU college campus.

### **Promotion:**

Did you know that over 60% of those who visit New Orleans are not there for events, but for the food? Crescent City Wings brings friends and family together to experience a New Orleans vibe and flavors that are truly authentic and delicious. Pure promotions will be our form of advertising such as flyers, social media and radio ads.

## VISION AND OBJECTIVES

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Our vision at Crescent City's Wing-N-It Café is to offer our customers some amazing creative sauces and rubs for their chicken wings and to complement those wings with authentic Cajun and creole sauces. With our 20 years of experience in the restaurant and hospitality management industry, cooking has become our passion. Our goal is to introduce this passion to those interested in New Orleans style food, chicken wing lovers, Cajun and creole cuisine lovers, zydeco, blues and jazz lovers, and food bloggers. Experiential dining is on the rise with customers willing to pay more for unique food experiences. Our concept sets us apart from traditional creole and Cajun restaurants by combining storytelling, friendships and creative southern flavors into one unforgettable night out.

### **First Year:**

We want Crescent City's Wing-N-It Café to be in the top 10 restaurants in the City of Dallas to come and eat at. We want Crescent City's Wing-N-It Café to be so highly recommended that we're in the process of opening our second location.

### **Fifth Year:**

We would like to have at least three successful running businesses at the TCU Campus in Ft. Worth, Texas and University of North Texas in Denton, Texas.

### **Tenth Year:**

We would like to have a Crescent City's Wing-N-It Café within walking distance of every university and college in the DFW area.

### **Philanthropy:**

We will have a positive impact on the community through our cooking contests and chicken wing eating contests.



Owner's name	
Company name	Crescent City's Wing-N-It
<b>NAICS Business Classification</b>	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	

**Year 1**

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	500
cell phone purchase	
car/truck down payment, if leased	
permits	
supplies, office & misc.	
Serving trays and plates	700
Smallware, knives, utensils, cookware	1,500

Cash needed for start-up expenses	2,700
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Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van			-
company trailer			
computer, printer, fax			-
POS system	2,000		2,000
Deep Fryers	3,000		3,000
Mid Range Oven	6,000		6,000
building/office deposit	1,000	N/A	N/A
beginning cash balance	385,300	N/A	N/A
Cash needed for start-up assets	397,300	-	11,000

60 assumed life (months)  
183 monthly depreciation

<b>Total start up cost</b>	<b>400,000</b>
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Cash owner will contribute and the value of owner's assets contributed to company		0%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	400,000	100%
Outside equity investment, if applicable	-	0%
<b>► Total start up cost, total sources</b>	<b>400,000</b>	<b>100%</b>

# FINANCIAL STATEMENT (PRO FORMA)

**dba Crescent City's Wing-N-It**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

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

Product name	Product 1				Product 2				Product 3			
	5 piece basket				10 Piece Meal				Family Meal			
Product description	5 Chicken Wings, Fries and a Drink				10 Chicken Wings, 1 Cajun Creole Side and a Drink				15 Bone in, 15 bone out chicken wings, 2 large sides and 3 drinks			
Price per unit	10.00 100%				15.00 100%				30.00 100%			
Cost of one unit	hours rate				hours rate				hours rate			
Non-owner payroll exp.	-				-				-			
Non-owner payroll tax	-				-				-			
cost 1 description	Chicken 1.65 17%				Chicken 3.30 22%				Chicken 9.90 33%			
cost 2 description	Fries 1.50 15%				Rice 1.50 10%				Rice 3.00 10%			
cost 3 description	Coke 0.20 2%				Coke 0.20 1%				Fries 3.00 10%			
cost 4 description	-				-				Coke 0.60 2%			
Total variable costs	3.35 34%				5.00 33%				16.50 55%			
<b>Gross profit per unit - what you see on income statement</b>	<b>6.65 67%</b>				<b>10.00 67%</b>				<b>13.50 45%</b>			

	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
5 piece basket sold		600	600	600	600	600	600	600	600	600	600	600	6,600
10 Piece Meal sold		600	600	600	600	600	600	600	600	600	600	600	6,600
Family Meal sold		600	600	600	600	600	600	600	600	600	600	600	6,600
total revenue		\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 33,000	\$ 363,000
total cost of sales		\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 14,910	\$ 164,010
total income statement gross profit (excludes owner labor)		\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 18,090	\$ 198,990

## 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	\$ -	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	-	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$400,000	400,000	395,790	391,548	387,274	382,969	378,631	374,260	369,857	365,421	360,951	356,448
Interest rate (example 8%)	9.0%	3,000	2,968	2,937	2,905	2,872	2,840	2,807	2,774	2,741	2,707	2,673
Payback period (# of months)	72	(4,210)	(4,242)	(4,274)	(4,306)	(4,338)	(4,370)	(4,403)	(4,436)	(4,470)	(4,503)	(4,537)
Grace period (months pay delay)	-	395,790	391,548	387,274	382,969	378,631	374,260	369,857	365,421	360,951	356,448	351,911
Monthly payment	\$ 7,210											

## 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	4	4	4	4	4	4	4	4	4	4	4	
avg hours each employee(s) worked per month, not in EOU above	120	120	120	120	120	120	120	120	120	120	120	
average per hour wage	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	
salary expense, exclduing payroll taxes	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800

## 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

**dba Crescent City's Wing-N-It**  
**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														
5 piece basket	6	-	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	66,000	18%
10 Piece Meal	6	-	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	99,000	27%
Family Meal	6	-	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	198,000	55%
Total revenue		-	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	33,000	363,000	100%
Cost of Goods Sold	2														
5 piece basket	6	-	2,010	2,010	2,010	2,010	2,010	2,010	2,010	2,010	2,010	2,010	2,010	22,110	6%
10 Piece Meal	6	-	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000	9%
Family Meal	6	-	9,900	9,900	9,900	9,900	9,900	9,900	9,900	9,900	9,900	9,900	9,900	108,900	30%
Total COGS		-	14,910	14,910	14,910	14,910	14,910	14,910	14,910	14,910	14,910	14,910	14,910	164,010	45%
Gross profit		-	18,090	18,090	18,090	18,090	18,090	18,090	18,090	18,090	18,090	18,090	18,090	198,990	55%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	183	183	183	183	183	183	183	183	183	183	183	2,017	1%
Gasoline & fuels	-													-	0%
Insurance - bonding	-													-	0%
Insurance - vehicle	-													-	0%
Interest - equip & start up	7	-	3,000	2,968	2,937	2,905	2,872	2,840	2,807	2,774	2,741	2,707	2,673	31,224	9%
Marketing	500	500	500	500	500	500	500	500	500	500	500	500	500	6,000	2%
Office - rent	-	2,000	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%
Office - insurance	-													-	0%
Office - telephone	-	50	50	50	50	50	50	50	50	50	50	50	50	550	0%
Office - utilities	-	600	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Payroll - not owner and not in COGS	8	-	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	4,800	52,800	15%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	1%
Permits	-													-	0%
Supplies	-	4,000	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%
Tax service	-													-	0%
Telephone - cellular	-													-	0%
Start-up expenses	2,200	-	-	-	-	-	-	-	-	-	-	-	-	2,200	1%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		2,700	15,565	15,534	15,502	15,470	15,438	15,405	15,372	15,339	15,306	15,272	15,239	172,142	47%
Taxable profit (loss)	1	(2,700)	2,525	2,556	2,588	2,620	2,652	2,685	2,718	2,751	2,784	2,818	2,851	26,848	7%
Tax (expense) benefit	1			(595)			(1,965)			(2,038)			(2,113)	(6,712)	-2%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(2,700)	2,525	1,961	2,588	2,620	687	2,685	2,718	712	2,784	2,818	738	20,136	6%
Depreciation	3	-	183	183	183	183	183	183	183	183	183	183	183	2,017	
Equipment purchases	3	(12,000)	-	-	-	-	-	-	-	-	-	-	-	(12,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	400,000	(4,210)	(4,242)	(4,274)	(4,306)	(4,338)	(4,370)	(4,403)	(4,436)	(4,470)	(4,503)	(4,537)	351,911	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		385,300	(1,502)	(2,097)	(1,502)	(1,502)	(3,467)	(1,502)	(1,502)	(3,541)	(1,502)	(1,502)	(3,615)	362,064	
Cash, period start		-	385,300	383,798	381,700	380,198	378,696	375,229	373,726	372,224	368,684	367,181	365,679	-	
Cash, period end		385,300	383,798	381,700	380,198	378,696	375,229	373,726	372,224	368,684	367,181	365,679	362,064	362,064	