

prison  
entrepreneurship  
program

**Business Plan Competition  
June 20, 2025**

Dapper Valet

Prison Entrepreneurship Program  
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# ***Dapper Valet***

Business Plan  
June 2025

*Joseph Howse*  
Owner & Founder

## **TABLE OF CONTENTS**

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<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>LEADERSHIP STATEMENT .....</b>	<b>2</b>
<b>PRODUCT/SERVICE OFFERING.....</b>	<b>3</b>
<b>MARKET/INDUSTRY .....</b>	<b>3</b>
<b>COMPETITION.....</b>	<b>4</b>
<b>DIFFERENTIATION .....</b>	<b>4</b>
<b>MARKETING STRATEGY .....</b>	<b>5</b>
<b>VISION AND OBJECTIVES .....</b>	<b>5</b>
<b>START-UP COST .....</b>	<b>6</b>
<b>FINANCIAL STATEMENT (PRO FORMA) .....</b>	<b>7</b>

## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none"><li>For customers laundry and dry cleaning that is time consuming and takes time away from their productivity</li></ul>	<ul style="list-style-type: none"><li>To provide a clean, user friendly app and responsive service that’s built around the customer.</li></ul>	<ul style="list-style-type: none"><li>Easy scheduling</li><li>Real -time tracking</li><li>Seamless payment</li><li>Eco-friendly option</li></ul>																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none"><li>Busy professionals</li><li>Families</li><li>Millennials</li><li>Businesses that need services</li></ul>	<ul style="list-style-type: none"><li>Full service convenience</li><li>Seamless digital experience</li><li>Eco-friendly solutions</li><li>Personalized customer service</li></ul>	<ul style="list-style-type: none"><li>Experience</li><li>Web and app development</li></ul>																																							
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none"><li>App and website</li><li>Pure promotions</li><li>Mixed model</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>500,000</td></tr><tr><td><b>Total start up costs:</b></td><td></td><td><b><u>\$500,000</u></b></td></tr></table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		500,000	<b>Total start up costs:</b>		<b><u>\$500,000</u></b>	<table><tr><td>Sales:</td><td>\$ 1,693,500</td><td>100%</td></tr><tr><td>COGS</td><td>660,000</td><td>39%</td></tr><tr><td>Gross profit</td><td>1,033,500</td><td>61%</td></tr><tr><td>Overhead</td><td>184,100</td><td>11%</td></tr><tr><td>Pretax income</td><td>849,400</td><td>50%</td></tr><tr><td>Tax expense</td><td>212,300</td><td>13%</td></tr><tr><td>Owner withdrawals</td><td>44,000</td><td>3%</td></tr><tr><td>Net income</td><td>\$ 593,000</td><td>35%</td></tr></table>	Sales:	\$ 1,693,500	100%	COGS	660,000	39%	Gross profit	1,033,500	61%	Overhead	184,100	11%	Pretax income	849,400	50%	Tax expense	212,300	13%	Owner withdrawals	44,000	3%	Net income	\$ 593,000	35%
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## **LEADERSHIP STATEMENT**

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**CEO:** Joseph is a profoundly determined person that is motivated by his resourcefulness in adapting to the demands of any situation. He is a United States military veteran that is a servant-leader. He holds a Bachelor's Degree in computer engineering. He is pursuing his Masters in project management. He has an unusual ability to focus in depth to solve problems combined with a good work ethic. He possesses many skills of a great leader and he leads by example with humility at the sacrifice of personal glory.

**CMO:** Marquis is an expert in the financial markets with four years of experience. He has extensive management experience in the financial market sector. He is very organized and resourceful and determined to get things done. Ware's extensive trading background makes him the ideal individual for any investment company.

**CFO:** Melvin is a highly rehabilitated individual that has made a lot of growth in his life. He has been through so much and has never given up. He is a good business man and leader. He is not afraid of challenges and has many certificates including forklift certification, a food license and a liquor license. He also has four years of managerial experience.

**COO:** Phillip possesses great integrity and time management. He is able to construct a plan and execute it in a timely manner. He is a people person and is able to give instruction's wisely. He has work experience as a heavy equipment operator in road construction and solar farms which includes over eight years of experience. He has his G.E.D., O.S.H.A. 10 certification and is a N.C.C.E.R. certified welder.

## **PRODUCT/SERVICE OFFERING**

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Dapper Valet is a clean professional dry cleaner, and laundromat vested in quality service for our customers. We will offer options for an onsite self-service laundromat and dry cleaners with pick-up and delivery services. We anticipate 60% of our revenue will come from our traditional onsite services. While our mobile services will account for 40% of sales revenue. Our plan is to begin servicing the public in Spring of 2026 at our flagship location in Houston, Texas.

At Dapper Valet, we are a neighborhood business, and we believe if you are to be neighborhood business, you first have to be a good neighbor. We are a self-service laundromat and dry cleaners with attendants onsite. We off our customers a feel good, family-friendly, atmosphere, ensuring professional and courteous service. All of our equipment is brand new with enough dryers so no waiting for a dryer when your clothes are done washing. Our attendants only use quality products when dry cleaning your personal items so you will be a sharp for every occasion. However, at Dapper Valet, we are not just your traditional laundromat or dry cleaners. To add to our competitive advantage, our location will remain open 24-hours and our services can also be scheduled on your mobile phone. Through our app you can specify how you want your clothes washed or dry cleaned. Then, our team will pick-up and deliver your personal items to you. Our mobile team will also serve as advertisement for Dapper Valet throughout the Houston Metropolitan Area. Our plan is to franchise and expand nationally by 2036. Our strategic partnerships will allow Dapper Valet to get things done efficiently while keeping our costs affordable. We are committed to our customers and the communities we serve. We believe we will flourish not only as a neighborhood business but a good neighbor. Stay dapper.

## **MARKET/INDUSTRY**

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Laundry and dry cleaning is a \$10 billion per year industry with a 2% annual increase. We believe the market is very favorable and will be for some time. Small scale laundromats and dry cleaners cannot compete with our delivery services.

## **COMPETITION**

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Our direct competition will be any large laundry or dry-cleaning company that offers pickup and delivery in our service area. Our indirect competitors will be local laundromats and dry cleaners. Our main advantage will be that we will combine both services to our customers in one location. Also, our app will be a large advantage that we will improve consistently. None of our competition has the ability to provide quality, convenience and timely service that we will.

## **DIFFERENTIATION**

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We differ from our competition through our commitment to servicing our customers through quality and convenience. Our app is also another facet that sets us apart from the competition. Lastly, our company values our customers with a tailor fit experience that will make us unique that our competition can only mimic.

## MARKETING STRATEGY

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### **Price:**

Our pricing will be straight forward. We will keep a close eye on our various competitors and charge a small convenience premium above their prices. In turn, our prices will be slightly higher than our competitors. However, this will be a part of our strategy – convenience and quality over cost. This price model will more than cover our expenses.

### **Place:**

We will be located strategically between the Galleria and downtown Houston, Texas. Our customers will come from nearby businesses where their employees wear uniforms, business professionals that work downtown and people that live in high rises around the Galleria.

### **Promotion:**

We plan to utilize YouTube, Facebook, LinkedIn, TikTok and Instagram for their different advantages in our marketing efforts. LinkedIn will be used to network with local businesses in the area to potentially get contracts to launder/dry-clean their employee's uniforms. Facebook will be used to give our customers a platform to comment, leave testimonials or post photos. This is also where we can post community events or exclusive promotions you can't find anywhere else. Last, Instagram and TikTok will be utilized for a more personal connection to our brand.

## VISION AND OBJECTIVES

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Growing up my mother always would teach me to always dress nice and in turn this will make you feel good. Also, being a military veteran, I have a passion for helping and serving others. So, we have combined my mother's philosophy of looking good and feeling good with our passion for serving others and came up with the conclusion of Dapper Valet. Our goal is to become the premier laundry and dry-cleaning service in Houston, Texas by helping people look and feel their best without the hassle of doing those chores themselves.

### **First Year:**

In our first year we plan to launch operations by obtaining a loan for a building and leasing equipment and materials, while also establishing our customer base.

### **Second Year:**

In our second year we plan to be fully operational, catering to our customers, in addition to creating strategic alliances with restaurants and other corporations to increase our number of commercial contracts

### **Fifth Year:**

By our fifth year of service we plan to expand our operations in Houston and to other Metropolitan areas to service more customers.

### **Philanthropy:**

We want to give back to our community by working with the homeless and domestic violence shelters by offering our services for free to these individuals, to provide one less headache in their lives and to help them look and feel their best.

Owner's name	
Company name	Dapper Valet
<b>NAICS Business Classification</b>	
Sector (general classification)	81_Other_Services_except_Public_Administration
Sub-sector (more specific classification)	

### Year 1

<b>Non-Depreciable Costs</b>	<b>Paid or contributed in Month 1</b>
marketing, business cards, fliers	1,500
cell phone purchase	150
car/truck down payment, if leased	
permits	
supplies, office & misc.	100,000

101,650

	contributed in Month 1
company car, truck or van	20,000
company trailer	
computer, printer, fax	3,000
building/office deposit	3,600
beginning cash balance	371,750
Cash needed for start-up assets	398,350

398,350

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23,000

60 assumed life (months)  
383 monthly depreciation

**500,000**

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)	500,000	100%
Outside equity investment, if applicable	-	0%
<b>Total start up cost, total sources</b>	<b>500,000</b>	<b>100%</b>

0%

0%

100%

0%

100%

# FINANCIAL STATEMENT (PRO FORMA)

## dba Dapper Valet EOU, Financing, and Payroll Assumptions Year 1

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

	Product 1				Product 2				Product 3			
Product name	Wash and Fold				Dry Clean							
Product description	Laundry and Fold Clothes											
Price per unit	30.99 100%				45.99 100%							
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	COGS		12.00	39%	COGS		18.00	39%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			12.00	39%			18.00	39%			-	0%
Gross profit per unit - what you see on income statement			18.99	61%			27.99	61%			-	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
Wash and Fold sold		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000
Dry Clean sold		2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000
total revenue		\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$153,960	\$1,693,560
total cost of sales		\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$660,000
total income statement gross profit (excludes owner labor)		\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$93,960	\$1,033,560

### 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	\$500,000			500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
Interest rate (example 8%)	10.0%			-	-	-	-	-	-	-	-	-
Payback period (# of months)	36			-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	12			500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000	
Monthly payment	\$16,134											

### 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	2	2	2	2	2	2	2	2	2	2	2	
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	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	15.00	
salary expense, excluding 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 Dapper Valet**  
**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														
Wash and Fold	6	-	61,980	61,980	61,980	61,980	61,980	61,980	61,980	61,980	61,980	61,980	61,980	681,780	40%
Dry Clean	6	-	91,980	91,980	91,980	91,980	91,980	91,980	91,980	91,980	91,980	91,980	91,980	1,011,780	60%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total revenue</b>		-	153,960	153,960	153,960	153,960	153,960	153,960	153,960	153,960	153,960	153,960	153,960	1,693,560	100%
Cost of Goods Sold	2														
Wash and Fold	6	-	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	24,000	264,000	16%
Dry Clean	6	-	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	36,000	396,000	23%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	60,000	660,000	39%
<b>Gross profit</b>		-	93,960	93,960	93,960	93,960	93,960	93,960	93,960	93,960	93,960	93,960	93,960	1,033,560	61%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	383	383	383	383	383	383	383	383	383	383	383	4,217	0%
Gasoline & fuels	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Insurance - bonding	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Insurance - vehicle	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	1,500	-	300	300	300	300	300	300	300	300	300	300	300	4,800	0%
Office - rent	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Office - insurance	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Office - telephone	-	-	100	100	100	100	100	100	100	100	100	100	100	1,100	0%
Office - utilities	-	-	3	3	3	3	3	3	3	3	3	3	3	33	0%
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	3%
Payroll taxes (9%)	6 & 8	-	432	432	432	432	432	432	432	432	432	432	432	4,752	0%
Permits	-	-												-	0%
Supplies	100,000	-												100,000	6%
Tax service	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	0%
Telephone - cellular	150	-	130	130	130	130	130	130	130	130	130	130	130	1,580	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
<b>Total expenses</b>		101,650	7,498	7,498	7,498	7,498	7,498	7,498	7,498	7,498	7,498	7,498	7,498	184,132	11%
<b>Taxable profit (loss)</b>	1	(101,650)	86,462	86,462	86,462	86,462	86,462	86,462	86,462	86,462	86,462	86,462	86,462	849,428	50%
Tax (expense) benefit	1			(17,818)			(64,846)			(64,846)			(64,846)	(212,357)	-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)	-3%
<b>Net profit (loss)</b>		(101,650)	82,462	64,643	82,462	82,462	17,615	82,462	82,462	17,615	82,462	82,462	17,615	593,071	35%
Depreciation	3	-	383	383	383	383	383	383	383	383	383	383	383	4,217	
Equipment purchases	3	(26,600)	-	-	-	-	-	-	-	-	-	-	-	(26,600)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	500,000	-	-	-	-	-	-	-	-	-	-	-	500,000	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		371,750	82,845	65,027	82,845	82,845	17,999	82,845	82,845	17,999	82,845	82,845	17,999	1,070,688	
Cash, period start		-	371,750	454,595	519,622	602,467	685,312	703,310	786,155	869,000	886,999	969,844	1,052,689	-	
<b>Cash, period end</b>		371,750	454,595	519,622	602,467	685,312	703,310	786,155	869,000	886,999	969,844	1,052,689	1,070,688	1,070,688	