

prison
entrepreneurship
program

**Business Plan Competition
June 20, 2025**

Eat-A-Bite

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Eat-A-Bite

Business Plan
June 2025

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
<ul style="list-style-type: none">To service people with certain dietary needsTo satisfy customers’ sweet tooth in the DFW areaTo get my recipes some recognition and make money	<ul style="list-style-type: none">We will satisfy the community’s sweet cravingsProvide lunch to customers with dietary needs	<ul style="list-style-type: none">Lack of flavor in dietary deficient customers will be solved with plenty of taste and flavor.No more lack of choices to choose from when you’re looking for a good pastry.																																		
Customers	Differentiators	Extras																																		
<ul style="list-style-type: none">Cake and pastry loversDietary needs in the DFW arrear	<ul style="list-style-type: none">Sugar freeWe are mobileOriginal recipesMultiple flavors	<ul style="list-style-type: none">21 years of experience in this fieldCulinary arts degreeWe create our own recipes																																		
Marketing	Start-up Costs	Financials & Extras																																		
<ul style="list-style-type: none">social media platformsword of mouthA 30-second radio advertisement	<table><tr><td>Owner investment - cash</td><td>\$ 69,850</td></tr><tr><td>Owner investment - equity</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>100,000</td></tr><tr><td>Total start up costs:</td><td><u>\$169,850</u></td></tr></table>	Owner investment - cash	\$ 69,850	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	100,000	Total start up costs:	<u>\$169,850</u>	<table><tr><td>Sales:</td><td>\$ 176,000</td><td>100%</td></tr><tr><td>COGS</td><td>12,100</td><td>7%</td></tr><tr><td>Gross profit</td><td>163,900</td><td>93%</td></tr><tr><td>Overhead</td><td>34,800</td><td>20%</td></tr><tr><td>Pretax income</td><td>129,000</td><td>73%</td></tr><tr><td>Tax expense</td><td>32,200</td><td>18%</td></tr><tr><td>Owner withdrawals</td><td>55,000</td><td>31%</td></tr><tr><td>Net income</td><td>\$ 41,700</td><td>24%</td></tr></table>	Sales:	\$ 176,000	100%	COGS	12,100	7%	Gross profit	163,900	93%	Overhead	34,800	20%	Pretax income	129,000	73%	Tax expense	32,200	18%	Owner withdrawals	55,000	31%	Net income	\$ 41,700	24%
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LEADERSHIP STATEMENT

CEO: Ivan is a hard-working individual that puts the needs of others first in order to complete the task at hand. He has supervised a fifty-eight-man team for three years at a multi-million-dollar company. He has a Bachelor's Degree in Business Management and Marketing with the focus on Entrepreneurship from Oklahoma State University. With integrity and humility, Ivan can take your business, or any business, to the next level.

CMO: Jason is a highly motivated individual. Leading from the front as a marine veteran, Benoit knows how to get things accomplished. With over 10 years of experience traveling the globe and other real-life encounters, he has developed a unique skill set. This makes him the perfect person to manage people and operate a business. He has an Associate's Degree in Small Business Entrepreneurship and a technical college degree in Automotive/Diesel Technology. This makes him a well versed and complete package.

CFO: Zachary is a well-rounded trustworthy individual who gets things done right the first time, with seven years of experience in the restoration industry. He pays close attention to meticulous detail, with care any individual would value. Most importantly he puts God first and family second in any situation. Putting his best foot forward he finds the solution to any problem making problems seem effortless. Knowing these strengths makes him a great leader and would recommend him to anybody.

COO: Joshua's strengths as a leader are, first and foremost, his ability to assemble people to come together and get things done. He is an expert at delegating responsibilities based on each man's respective strengths. He also encourages and motivates while helping everyone get past their insecurities in order to get each team members highest quality work. He has over 10 years in construction and four years as a fabricator. He went to ITT tech for Draft and Design Technology with an emphasis on architectural engineering and uses that knowledge for all of the work he does.

PRODUCT/SERVICE OFFERING

Eat-A-Bite is a community friendly pastry truck dedicated to servicing and helping all people. We will be providing scrumptious goodies such as ooey gooey bars, Danish rolls, and one of a kind cream cheese pound cake. We believe that 50% of our revenue will come from our succulent cream cheese pound cakes, 25% of our revenue will come from our ooey gooey bars and Danish rolls, 15% of our revenue will come from sugar free items and 10% will come from exotic drinks. We plan to start mobilizing around the Dallas Fort Worth area by February of 2026.

With our one of a kind, authentic and original recipes we are sure to stand out and overtake any competition we might have. Using high quality ingredients, purified sugar cane and special ingredients, we will put a smile on everyone's face. Our products will also be available for online ordering and will be shipped to you at our earliest convenience.

In about a year to three years of time, we plan on buying two more food trucks. We will be placing one in the Fort Worth area, one in Dallas and one in Bossier City/Shreveport, Louisiana area. So, we can expand the range of people we reach. We also plan on starting a brick and mortar in downtown Dallas to better serve those who have special orders for events, etc. We also plan on adding more varieties of food to choose from such as BBQ, Soul Food, etc.

MARKET/INDUSTRY

The food service industry is a multi-billion-dollar market. The traditional annual growth rate has been approximately 5%. Being a food truck we project being able to double that rate. We are constantly innovating and improving our menu so we will sustain this growth in revenue for years to come.

COMPETITION

Our direct competition will come from local pastry shops like Gigi's cupcakes, Nothing Bunt Cakes, and Mr. Sweets. My indirect competition will be Mrs. Baird's Bread and other larger companies like that. Our truck is mobile and we cater as opposed to the competition being fixed in one spot and don't deliver. There will be a great variety in my menu that will be difficult to match.

DIFFERENTIATION

We differ from the competition because everything is made from scratch. My cakes are also original recipes, and every Danish roll, gooey bar and drink will be a custom recipe. We will also offer sugar free pastries that don't take away from the flavor profile.

MARKETING STRATEGY

Price:

On certain products our price will be variable depending on the supply chain and the demand. Danish rolls and gooey bars prices will fluctuate depending on the competitor's pricing. Our cream cheese cakes will start at \$.25 and up depending on the type you want and the ingredients required. Our pricing model will include the cost of the truck, fuel, and insurance as cost of goods.

Place:

Eat-A-Bite will be conveniently traveling through the most popular areas in the Fort Worth area. We will also be frequenting city parks, churches, and hotels. We will also post up in the arts district in downtown Dallas, during lunch hours to accommodate all your sweet cravings.

Promotion:

Come taste the goodness at Eat-A-Bite. You can find us at your favorite local spots or get in touch with us for catering or delivery scheduling. We will have a set schedule at numerous locations but you can also follow us on all the social media platforms to find out the random spots we'll be at for the day. Please feel free to visit our website for any additional scheduling, catering, or special-order needs.

VISION AND OBJECTIVES

Our vision is to offer our community friendly and dependable service to every customer that graces our presence. We want to put a smile on every customer's face and make sure their taste buds are satisfied. We will serve diabetics, dieters, young lads and parents.

First Year:

We plan to service the greater Dallas/Ft. Worth area. We will be catering special events such as weddings, school dances, track meets, little league football and basketball games. We will be focused on building our clientele and establishing loyal customers. We will have different discount packages, bulk sales, kid's meals (Taste-A-Snack) and loyalty packages.

Third Year:

We hope to increase our sales by 20% per year.

Fifth Year:

We plan to expand our range in area by purchasing two more trucks. These trucks will service the Ft. Worth and the Shreveport Louisiana area.

Tenth Year:

We hope to have a brick and mortar and become a pillar in the downtown Dallas community. We also want to have our pastry brand in stores nationwide.

Owner's name	
Company name	Eat-A-Bite
NAICS Business Classification	
Sector (general classification)	72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	

Year 1

Non-Depreciable Costs

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	100
cell phone purchase	100
car/truck down payment, if leased	
permits	400
supplies, office & misc.	750

Cash needed for start-up expenses	1,350
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company car, truck or van
company trailer
computer, printer, fax
Appliances
Assorted Utensils
building/office deposit
beginning cash balance
Cash needed for start-up assets

Paid or contributed in Month 1	Financing (Additional to amount paid)	Depreciable Assets
		-
		-
16,500		16,500
2,000		2,000
		-
	N/A	N/A
150,000	N/A	N/A
168,500	-	18,500

60 assumed life (months)
308 monthly depreciation

169,850

Cash owner will contribute and the value of owner's assets contributed to company	69,850	41%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	100,000	59%
Outside equity investment, if applicable		0%
➤ Total start up cost, total sources	169,850	100%

FINANCIAL STATEMENT (PRO FORMA)

dba Eat-A-Bite
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
	Whole Cream Cheese Pound Cake Assorted Flavors				Ooey Goopy Bars Mixed Variety				Danish Rolls Delicious Treats			
Price per unit			50.00	100%			3.00	100%			3.00	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	0.50	1%		COGS	0.50	17%		COGS	0.50	17%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			0.50	1%			0.50	17%			0.50	17%
Gross profit per unit - what you see on income statement			49.50	99%			2.50	83%			2.50	83%

	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
Whole Cream Cheese Pound Cakes sold		200	200	200	200	200	200	200	200	200	200	200	2,200
Ooey Goopy Bars sold		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000
Danish Rolls sold		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000
total revenue		\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 176,000
total cost of sales		\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 1,100	\$ 12,100
total income statement gross profit (excludes owner labor)		\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 14,900	\$ 163,900

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	\$100,000	principal, beginning	100,000	100,000	100,000	100,000	98,709	97,406	96,094	94,770	93,435	
Interest rate (example 8%)	10.0%	interest expense	-	-	-	833	823	812	801	790	779	4,837
Payback period (# of months)	60	principal payment	-	-	-	(1,291)	(1,302)	(1,313)	(1,324)	(1,335)	(1,346)	(7,911)
Grace period (months pay delay)	6	principal, ending	100,000	100,000	100,000	100,000	98,709	97,406	96,094	94,770	93,435	92,089
Monthly payment	\$ 2,125											

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												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, excluding payroll taxes	-	-	-	-	-	-	-	-	-	-	-	-

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 Eat-A-Bite
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														
Whole Cream Cheese Pound Cakes	6	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	63%
Ooey Gooney Bars	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	19%
Danish Rolls	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	19%
Total revenue		-	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	16,000	176,000	100%
Cost of Goods Sold	2														
Whole Cream Cheese Pound Cakes	6	-	100	100	100	100	100	100	100	100	100	100	100	1,100	1%
Ooey Gooney Bars	6	-	500	500	500	500	500	500	500	500	500	500	500	5,500	3%
Danish Rolls	6	-	500	500	500	500	500	500	500	500	500	500	500	5,500	3%
Total COGS		-	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	1,100	12,100	7%
Gross profit		-	14,900	14,900	14,900	14,900	14,900	14,900	14,900	14,900	14,900	14,900	14,900	163,900	93%
Expenses	2														
Auto or truck lease	-													-	0%
Depreciation	3	-	308	308	308	308	308	308	308	308	308	308	308	3,392	2%
Gasoline & fuels	-		450	450	450	450	450	450	450	450	450	450	450	4,950	3%
Insurance - bonding	-		500	500	500	500	500	500	500	500	500	500	500	5,500	3%
Insurance - vehicle	-													-	0%
Interest - equip & start up	7	-	-	-	-	-	-	833	823	812	801	790	779	4,837	3%
Marketing	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
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	400	-	400	400	400	400	400	400	400	400	400	400	400	4,800	3%
Supplies	750	-	750	750	750	750	750	750	750	750	750	750	750	9,000	5%
Tax service	-													-	0%
Telephone - cellular	100	-	100	100	100	100	100	100	100	100	100	100	100	1,200	1%
Start-up expenses	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
	-													-	0%
Total expenses		1,350	2,608	2,608	2,608	2,608	2,608	3,442	3,431	3,420	3,409	3,398	3,387	34,878	20%
Taxable profit (loss)	1	(1,350)	12,292	12,292	12,292	12,292	12,292	11,458	11,469	11,480	11,491	11,502	11,513	129,022	73%
Tax (expense) benefit	1			(5,808)			(9,219)			(8,602)			(8,626)	(32,255)	-18%
Owner's withdrawals	1	-	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(5,000)	(55,000)	-31%
Net profit (loss)		(1,350)	7,292	1,483	7,292	7,292	(1,927)	6,458	6,469	(2,122)	6,491	6,502	(2,113)	41,766	24%
Depreciation	3	-	308	308	308	308	308	308	308	308	308	308	308	3,392	
Equipment purchases	3	(18,500)												(18,500)	
Principle, equipment loan	7	-												-	
Repay debt financing	7	100,000						(1,291)	(1,302)	(1,313)	(1,324)	(1,335)	(1,346)	92,089	
Owner contribution	3	69,850												69,850	
Equity investor	3	-												-	
Net cash flow		150,000	7,600	1,792	7,600	7,600	(1,619)	5,475	5,475	(3,127)	5,475	5,475	(3,151)	188,596	
Cash, period start		-	150,000	157,600	159,392	166,992	174,592	172,973	178,448	183,924	180,797	186,272	191,748	-	
Cash, period end		150,000	157,600	159,392	166,992	174,592	172,973	178,448	183,924	180,797	186,272	191,748	188,596	188,596	

