

prison
entrepreneurship
program

**Business Plan Competition
September 19, 2025**

John, Ronnell, Nieman
Triple Z's Bar-B-Que

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Triple Z's Bar-B-Que

Business Plan
September 2025

John
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																					
<ul style="list-style-type: none">To be located HWY 21There are no eateries in that highway only gas stationsTo serve newly developed neighborhoods and businesses growing along this highway	<ul style="list-style-type: none">Our purpose is to provide traditional Texas BBQ and make it available for everyone to enjoy	<ul style="list-style-type: none">Having a mobile food trailer, easily available off HWY 21 in Luling, TXOffering delivery every hour and ½ hourCatering to the universities and schools close by																																					
Customers	Differentiators	Extras																																					
<ul style="list-style-type: none">High trafficNeighbor schools and or universitiesNeighboring businessesNewly developed neighborhoods be built	<ul style="list-style-type: none">Knowing your heat to flavors ratios by looking at your smoke colorsBlending your woods to have a consistent signature flavor	<ul style="list-style-type: none">Hold BBQ lessons for young adultsTeach fundamentals to beginnersOffer my catering to help the church earn money																																					
Marketing	Start-up Costs	Financials & Extras																																					
<ul style="list-style-type: none">Facebook/marketplaceFliers in mail boxesWord of mouth by friends and familyFree merchandise on gravel openingDiscounts for military, students and senior citizens	<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>80,000</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total startup costs:</td><td><u>\$ 110,000</u></td></tr></table>	Owner investment - cash	\$ 30,000	Owner investment - equipment	-	Vehicle and/or equipment loan	80,000	Start up financing	-	Total startup costs:	<u>\$ 110,000</u>	<table><tr><td colspan="3">Year one summary income statement:</td></tr><tr><td>Sales</td><td>\$ 432,100</td><td>100%</td></tr><tr><td>COGS</td><td>115,800</td><td>32%</td></tr><tr><td>Gross profit</td><td>316,200</td><td>68%</td></tr><tr><td>Overhead</td><td>167,700</td><td>47%</td></tr><tr><td>Pretax income</td><td>148,400</td><td>21%</td></tr><tr><td>Tax expense</td><td>37,100</td><td>5%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 111,300</td><td>16%</td></tr></table>	Year one summary income statement:			Sales	\$ 432,100	100%	COGS	115,800	32%	Gross profit	316,200	68%	Overhead	167,700	47%	Pretax income	148,400	21%	Tax expense	37,100	5%	Owner withdrawals	-	0%	Net income	\$ 111,300	16%
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TEAM LEADERSHIP STATEMENT

CEO/COO: John

John brings years of experience, passion and dedication to fulfill Triple Z's future. His preparation and dedication mindset make him an ideal leader to lead Triple Z's BBQ to its full potential.

CMO: Ronnell

Ronnell brings 8 years of financial experience along with marketing and customer service experience. Giving Triple Z's a seasonal marketing officer an opportunity to shine by using unique marketing strategies.

CFO: Niemen

Niemen brings an energetic vibe that gives Triple Z's the motivation needed to overcome obstacles that may occur. Having experience in breeding cattle. Niemen shares his experiences in negotiating with cattle breeders for beef prices at a profitable rate making him the ideal person in charge of all financial decisions. It is a sense of security having Niemen on board.

PRODUCT/SERVICE OFFERING

Triple Z's Barbeque and Catering is a family owned and operated food trailer that will cater to major music events in Austin, TX. SXSW are iconic events that have been celebrated in Austin for years. We aim to serve those events each year. With beef earning about 70%, chicken, sausage, beef and pork ribs, and pulled pork earning 15%. Our breakfast and lunch daily operations will be generating an additional 15% of our total revenue. We project our start-up date to be in the spring of 2029.

We at Triple Z's will offer catering to major events, festivals of all kinds as well as special gatherings. We will offer our signature taste of smoked meats like brisket, chicken, sausage, beef and pork ribs and pulled pork with the flavors coming from pecan and mesquite woods. Our side will include traditional potato salad, smoked baked beans, Spanish rice and jalapeños and peach cobbler.

What sets Triple Z's apart from other family operations businesses. Is that I have worked alongside my three sons since they were in pampers. I have not only created a business with them but we have started a family legacy. From knee high they have been groomed to share my passion of barbequing and strive to be future pit masters to carry on this family tradition. Starting with my oldest son of 22 years of age, continuing with my 14-year-old and ending with my youngest son of 13 years old.

Triple Z's will continue to operate in excellence and diligence. Therefore, we will continue barbequing and remain passionate in building returning customers with our services. In the next 5 years Triple Z's plan to open a brick and mortar building in the Kyle, TX area off Hwy 21. We will be serving the surrounding community, schools, and businesses. We are also planning to offer delivery for those unable to travel. In short, Triple Z's will strive to serve each customer with the utmost respect. This includes discounts for veterans, senior citizens and students of all calibers.

MARKET/INDUSTRY

Due to the rapid urbanization growth in the Kyle Texas area off Hwy 21. The lack of established food choices and restaurants will give Triple Z's the first mover advantage to set the barge bar for food service in the area. Having two food trailers in operation we plan on having our daily breakfast and lunch operation from Monday- Friday located in a stationary spot, off Hwy 21. While the other would be used for catering and serving major venues and festivals with no established restaurants or eateries on these 20 miles stretch of highway our competition is minimal. Highway 21 is a shortcut from San Marcos (south IH-35) to Bastrop (east Hwy 71). This high traffic area will allow Triple Z's to service the new schools growing commitments as well as the passing truckers and vehicles.

COMPETITION

By capitalizing our location off Hwy 21 our competitors are minimal with Lockhart and Austin being over 25 miles away in distance. With our indirect competitors being mostly gas stations sprinkled along 21. We plan to execute a long-lasting personal relationship with each of our loyal customers in our community.

DIFFERENTIATION

By having a stationary Food trailer established off Hwy 21 and another trailer moving from festivals and major event venues. Triple Z's is destined to be established profitable and recognized in the Texas communities before long. As our daily call in breakfast and lunch operations officer, delivery for the lunch rush hour. We plan to help our loyal customers with a top of the hour and half hour delivering time slot. And for our walk-up customers we will hold business card drawings for free office breakfast tacos for those who stop by frequently. Allowing us to serve free coffee with each purchased order

MARKETING STRATEGY

PRICE:

BBQ breakfast bowl \$7.99

We will accept payment using, cash app, pay pal, Zelle, Facebook, all major credit cards, and debit cards as well as cash. We will also display a QR code on the side of the food trailer as well as leaving tap to pay and card swiping cubes.

BBQ breakfast sandwich \$5.99

BBQ breakfast tacos \$2.99

PLACE:

We will be located off Hwy 21 southeast of Austin about 25 miles, in Luling, TX

PROMOTION:

We plan to use fliers in various ways; Facebook as our social media platform, loyal customer punch cards, business card raffles, early bird discounts, Law enforcement, veteran, senior citizen, and student discounts.

VISION AND OBJECTIVES

Two Months Before Starting

- Locate a location to set up shop on Hwy 21 Luling, TX
- Get LLC, DBA. Food management and handlers' licenses.
- Get food trailers inspected and insured and Festival schedules in Texas
- Get 2500 or 3500 4x4 Dodge Ram business truck.
- Work on my logos and management team I will put together.
- Constantly go over my vision and objectives for my business.

First Two Months After Starting

- First start as a breakfast and lunch, food, trailer, serving BBQ for lunch only. While marketing my catering capabilities.
- Look for ways to start serving festivals in Texas.
- Look to see how finances are as well as profits to possibly hire a couple employees. Look more into marketing my catering services.

First Year

- Acquire a contract with local businesses for catering breakfast taco delivery route.
- Be established and surrounded by the community with our delivery service.
- Begin to be a regular at seasoned festivals around Texas.

Second Year

- Start by saving for a brick and mortar building
- I vision my brand name being recognized in the Texas business community
- Have one food trailer paid off and possible invest in another
- Established distribution route to sell sandwiches and tacos to local businesses on a daily.

Fifth Year

- Would like for my fleet to grow in vehicles and trailers owning property to store my equipment and catering supplies
- Start looking around to build a brick and mortar in a set location.

Tenth Year

- Would like to have two locations to serve breakfast and lunch
- Definitely have a brick and mortar maybe opening a sister company with my son to operate next to me.

Philanthropy

I plan to volunteer my first time and service at church functions. Hold BBQ seminars for youth groups in churches.

Community Impact

Sponsor a grade for their school supplies. Sponsor a little league football or T-Ball team.

START-UP COST

Owner's name	John
Company name	Triple Z's BBQ
NAICS Business Classification	
Sector (general classification)	72_Accommodation_and_Food_Services
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	1,000		
cell phone purchase	1,000		
car/truck down payment, if leased			
permits	1,500		
supplies, office & misc.			
bags, utensils, food, cups			
food containers, foil, wrapping paper	50		
File LLC	300		
Cash needed for start-up expenses	3,850		

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	10,000	50,000	60,000
company trailer	5,000	5,000	
computer, printer, fax	2,500		2,500
Generator, food trailer, big pit., shovels,			-
pit utensils, refrigerator,	5,000	25,000	30,000
Grill, frier, prep tables			-
building/office deposit		N/A	N/A
beginning cash balance	3,650	N/A	N/A
Cash needed for start-up assets	26,150	80,000	92,500
			60 assumed life (months)
			1,542 monthly depreciation

Total start up cost

110,000

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	30,000	27%
Vehicle loan and other equipment debt (see note 7 for financing)	80,000	73%
Startup financing, if applicable (for example Kiva loan)		0%
Outside equity investment, if applicable		0%
Total start up cost, total sources	110,000	100%

FINANCIALS STATEMENT (PRO FORMA)

John dba Triple Z's BBQ
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	BBQ Breakfast Bowl				Brisket sandwiches				BBQ Breakfast Tacos			
Product description	meat, eggs, beans, hash browns and cheese				Brisket and bun				meat, tortillas, eggs, beans, hash browns, cheese			
Price per unit	9.99 100%				14.99 100%				3.99 100%			
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	meat, eggs, cheese, beans,				meat, buns, eggs, beans				meat, tortillas, eggs,			
cost 2 description	hash browns				hash browns, cheese				beas, hash browns, chees			
cost 3 description												
cost 4 description												
Total variable costs	3.84 38%				3.84 26%				0.90 23%			
Gross profit per unit - what you see on income statement	6.15 62%				11.15 74%				3.09 77%			

	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
BBQ Breakfast Bowl sold		720	720	750	900	900	925	925	850	875	750	700	9,015
Brisket sandwiches sold		720	720	750	900	900	900	925	850	875	750	700	8,990
BBQ Breakfast Tacos sold		6,000	6,000	6,000	6,050	6,050	6,050	6,050	2,450	2,450	2,450	2,400	51,950
total revenue		\$ 41,926	\$ 41,926	\$ 42,675	\$ 46,622	\$ 46,622	\$ 46,871	\$ 47,246	\$ 31,009	\$ 31,633	\$ 28,511	\$ 27,062	\$ 432,100
total cost of sales		\$ 10,930	\$ 10,930	\$ 11,160	\$ 12,357	\$ 12,357	\$ 12,453	\$ 12,549	\$ 8,733	\$ 8,925	\$ 7,965	\$ 7,536	\$ 115,894
total income statement gross profit (excludes owner labor)		\$ 30,996	\$ 30,996	\$ 31,515	\$ 34,265	\$ 34,265	\$ 34,418	\$ 34,697	\$ 22,276	\$ 22,708	\$ 20,546	\$ 19,526	\$ 316,206

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													
Amount borrowed	\$ 80,000	principal, beginning	80,000	79,045	78,086	77,123	76,156	75,185	74,210	73,230	72,247	71,260	70,268
Interest rate (example 8%)	5.0%	interest expense	333	329	325	321	317	313	309	305	301	297	293
Loan term (# of months)	72	principal payment	(955)	(959)	(963)	(967)	(971)	(975)	(979)	(983)	(987)	(991)	(996)
Monthly payment	1,288	principal, ending	79,045	78,086	77,123	76,156	75,185	74,210	73,230	72,247	71,260	70,268	69,273
Start-up financing, see Start-up Costs sheet													
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		principal, ending	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	\$ -												

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	4	4	4	4	3	3	3	3	
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	20.00	20.00	20.00	17.50	17.50	17.50	18.30	18.30	18.30	18.30	18.30	
salary expense, excluduing payroll taxes	6,400	6,400	6,400	11,200	11,200	11,200	11,712	8,784	8,784	8,784	8,784	99,648

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

Triple Z's Bar-B-Que
John, Ronnell, Nieman, Michael

John dba Triple Z's BBQ
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														
BBQ Breakfast Bowl	6	-	7,193	7,193	7,493	8,991	8,991	9,241	9,241	8,492	8,741	7,493	6,993	90,060	21%
Brisket sandwiches	6	-	10,793	10,793	11,243	13,491	13,491	13,491	13,866	12,742	13,116	11,243	10,493	134,760	31%
BBQ Breakfast Tacos	6	-	23,940	23,940	23,940	24,140	24,140	24,140	24,140	9,776	9,776	9,776	9,576	207,281	48%
Total revenue		-	41,926	41,926	42,675	46,622	46,622	46,871	47,246	31,009	31,633	28,511	27,062	432,100	100%
Cost of Goods Sold	2														
BBQ Breakfast Bowl	6	-	2,765	2,765	2,880	3,456	3,456	3,552	3,552	3,264	3,360	2,880	2,688	34,618	8%
Brisket sandwiches	6	-	2,765	2,765	2,880	3,456	3,456	3,456	3,552	3,264	3,360	2,880	2,688	34,522	8%
BBQ Breakfast Tacos	6	-	5,400	5,400	5,400	5,445	5,445	5,445	5,445	2,205	2,205	2,205	2,160	46,755	11%
Total COGS		-	10,930	10,930	11,160	12,357	12,357	12,453	12,549	8,733	8,925	7,965	7,536	115,894	27%
Gross profit		-	30,996	30,996	31,515	34,265	34,265	34,418	34,697	22,276	22,708	20,546	19,526	316,206	73%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	16,958	4%
Gasoline & fuels	-	-	700	700	700	700	700	700	700	700	700	600	600	7,500	2%
Insurance - bonding	-	-	400	400	400	400	400	400	400	400	400	400	400	4,400	1%
Insurance - vehicle	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Interest - equip & start up	7	-	333	329	325	321	317	313	309	305	301	297	293	3,445	1%
Marketing	1,000	-	100	50	50	50	50	50	-	-	-	-	-	1,350	0%
Office - rent	-	-	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	16,500	4%
Office - insurance	-	-												-	0%
Office - telephone	-	-	60	60	60	60	60	60	60	60	60	60	60	660	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	6,400	6,400	6,400	11,200	11,200	11,200	11,712	8,784	8,784	8,784	8,784	99,648	23%
Payroll taxes (9%)	6 & 8	-	576	576	576	1,008	1,008	1,008	1,054	791	791	791	791	8,968	2%
Permits	1,500	-												1,500	0%
Supplies	-	-												-	0%
Tax service	-	-												-	0%
Telephone - cellular	1,000	-												1,000	0%
Start-up expenses	350	-	-	-	-	-	-	-	-	-	-	-	-	350	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		3,850	12,111	12,057	12,053	17,281	17,277	17,273	17,777	14,581	14,577	14,473	14,469	167,780	39%
Taxable profit (loss)	1	(3,850)	18,885	18,939	19,462	16,983	16,988	17,145	16,920	7,694	8,131	6,072	5,057	148,427	34%
Tax (expense) benefit	1			(8,493)			(13,358)			(10,440)			(4,815)	(37,107)	-9%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(3,850)	18,885	10,445	19,462	16,983	3,629	17,145	16,920	(2,746)	8,131	6,072	242	111,320	26%
Depreciation	3	-	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	1,542	16,958	
Equipment purchases	3	(102,500)	-	-	-	-	-	-	-	-	-	-	-	(102,500)	
Principle, equipment loan	7	80,000	(955)	(959)	(963)	(967)	(971)	(975)	(979)	(983)	(987)	(991)	(996)	69,273	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	30,000	-	-	-	-	-	-	-	-	-	-	-	30,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		3,650	19,472	11,028	20,041	17,558	4,200	17,712	17,483	(2,187)	8,685	6,623	788	125,051	
Cash, period start		-	3,650	23,122	34,150	54,190	71,748	75,948	93,660	111,143	108,955	117,640	124,263	-	
Cash, period end		3,650	23,122	34,150	54,190	71,748	75,948	93,660	111,143	108,955	117,640	124,263	125,051	125,051	

