

prison
entrepreneurship
program

**Business Plan Competition
October 17, 2025**

Arbor Turf

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

Arbor Turf

Business Plan
October 2025

TABLE OF CONTENTS

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

EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																		
- Take care of all tree and lawn care needs - Develop customer relations	To provide safe and trustworthy residential and commercial property care	Providing tree and lawncare needs with competitive prices																																		
Customers	Differentiators	Extras																																		
Commercial and residential property owners or tenants	- We answer 24/7 and are ready to work - Payment plans for qualifying customers	- We have a base of 30-40 clients already 10 years of experience																																		
Marketing	Start-up Costs	Financials & Extras																																		
- Flyers/cards - Personal consultations - Social media - Word of mouth	<table><tr><td>Owner investment - cash</td><td>\$ 79,000</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>250,000</td></tr><tr><td>Total start up costs:</td><td><u>\$329,000</u></td></tr></table>	Owner investment - cash	\$ 79,000	Owner investment - equity	-	Vehicle and/or equipment loan	-	Start up financing	250,000	Total start up costs:	<u>\$329,000</u>	<table><tr><td>Sales:</td><td>\$ 288,700</td><td>100%</td></tr><tr><td>COGS</td><td>96,100</td><td>33%</td></tr><tr><td>Gross profit</td><td>192,600</td><td>67%</td></tr><tr><td>Overhead</td><td>57,400</td><td>20%</td></tr><tr><td>Pretax income</td><td>135,100</td><td>47%</td></tr><tr><td>Tax expense</td><td>33,700</td><td>12%</td></tr><tr><td>Owner withdrawals</td><td>44,000</td><td>15%</td></tr><tr><td>Net income</td><td>\$ 57,300</td><td>20%</td></tr></table>	Sales:	\$ 288,700	100%	COGS	96,100	33%	Gross profit	192,600	67%	Overhead	57,400	20%	Pretax income	135,100	47%	Tax expense	33,700	12%	Owner withdrawals	44,000	15%	Net income	\$ 57,300	20%
Owner investment - cash	\$ 79,000																																			
Owner investment - equity	-																																			
Vehicle and/or equipment loan	-																																			
Start up financing	250,000																																			
Total start up costs:	<u>\$329,000</u>																																			
Sales:	\$ 288,700	100%																																		
COGS	96,100	33%																																		
Gross profit	192,600	67%																																		
Overhead	57,400	20%																																		
Pretax income	135,100	47%																																		
Tax expense	33,700	12%																																		
Owner withdrawals	44,000	15%																																		
Net income	\$ 57,300	20%																																		

LEADERSHIP STATEMENT

CEO: John is a very focused team player that has an incredible ability to lead under pressure. With 10 years of experience, he is more than able to manage and grow a tree company. He is very passionate when it comes to customer service. With all of this combined, he definitely has the recipe for success for the company.

CMO: Jaymis is a great leader who is constantly innovating with contagious positivity. The time he dedicated to sports taught him loyalty, teamwork, discipline, and hard work. He has many years of experience in retail, food industry, warehouses, Microsoft Word, Excel, and PowerPoint. All of these things make him a great leader and very capable of running a business.

CFO: Joby possesses many strengths and is a natural leader, his ability to get the job right the first time eliminates the margin for error and makes him become an integral part of any company. He has over twenty-five years of experience in the construction industry. He holds the proper certifications and has the right amount of on-the-job training.

COO: Darvarius is a great thinker who is very creative, resourceful, and organized. He has earned certificates for Team Work Foundations, Preparing for a Business, Creating Websites, Building an Online Business, Social Media, and Digital Marketing.

PRODUCT/SERVICE OFFERING

Arbor Turf is a tree and landscaping company committed to safe and honest services. These services include, but are not limited to, tree removal, trimming, planting, stump grinding, and of course, mowing and edging. We are projecting that 40% of our revenue will come from tree trimming and removal. 30% of our revenue will come from planting and transplanting. The final 30% will come from landscaping and general yard care. We will start our services in June of 2027 in the greater Paris, TX area. Our services are performed by experienced arborists that are licensed and bonded. What sets us apart from our competitors is that we video record the property before and after to ensure every aspect is in better shape than when we arrived. We strive to maintain our positive reputation and plan to expand to the surrounding counties in order to solidify our presence in the community.

MARKET/INDUSTRY

Tree and landscaping services in Texas represent a multi-million-dollar industry that is growing 5% to 7% annually. Residential and commercial property owners who want beautiful yards, that also require consistent and professional outdoor maintenance will be our main source of revenue.

COMPETITION

We will be competing with local and regional companies such as A to Z Trees and Quality Landscaping. Our indirect competitors are Asp Land Trees and Treeland, Inc. Our advantage over these companies is that we can develop more personal relationships with customers and their needs because we are smaller and pay attention to the small things.

DIFFERENTIATION

What makes us different is that we see what the customer needs and wants, not just a profit for us. The quality of our hard work will deliver not only peace of mind to our customers, but also the feeling of money well spent. We hire only certified arborists, we don't just prune, cut and remove. We diagnose and treat sick trees or shrubbery and make them appear newly planted. We also take precautions with cross contamination with your healthy trees.

MARKETING STRATEGY

Price:

We will shop and ask around our competitor's prices and then charge 1-3% less. We will be able to do this because we are smaller and have less overhead. This will not only get us more business but also give us a lasting advantage. The average tree removal is priced at \$1,000. Yard and flower bed maintenance runs \$150-200. The average tree trim is priced at \$200 per tree. All of these are slightly lower than our competitors.

Place:

Arbor Turf is located 12 miles west of Paris on Hwy. 82. Our customers will be in the Texoma region of northeast Texas and southeast Oklahoma. All of our customers will learn about us from existing customers and word of mouth from new customers.

Promotion:

Give Arbor Turf a call. If you're a first-time customer, we will trim your first tree for free. We also have social media platform exposure such as Facebook and Instagram with reviews and before and after pictures of previous jobs. We will also have a Google Maps business profile, so we can view live content of your property to consult with you beforehand about any services you may need. We also offer premium loyalty packages for customers. With these premium services we will do bi-weekly wellness checks on your property to keep HOA at bay. With this package, you pay a premium and we take care of the debris from a storm or even an accidental drunk driver tearing up your yard. With Arbor Turf, you are in good hands.

VISION AND OBJECTIVES

Here at Arbor Turf we will provide home and commercial property owners with high quality, safe tree and lawn services while creating curb appeal and peace of mind in the process. We have over 10 years of experience in this industry working with various trees here in North East Texas all the way to Myrtle Beach, South Carolina, and everywhere in between. We developed our passion for trees in the summer of 1996, this is not a job to us, it is our passion.

First Year:

In our first year of service, we plan to be the go to tree and lawn service for 100 residential customers and 20 commercial clients.

Third Year:

In our third year, we will expand to other cities and double our customer base.

Fifth Year:

In our fifth year, we will be the leading tree and lawn care provider in North East Texas.

Philanthropy:

We will give back by offering emergency storm clean up aid to our surrounding communities free of charge. Our roots are here in the community, so our reputation is on the line with every job we do.

FINANCIAL STATEMENT (PRO FORMA)

John dba Arbor Turf
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3									
Product name	tree removal				stump grinding				lawn care									
Product description	tree removal and disposal				stump removal				mow edge and blowing									
Price per unit	2,000.00				100%	500.00				100%	125.00				100%			
Cost of one unit	hours		rate			hours		rate			hours		rate					
Non-owner payroll exp.	1.00		150.00		150.00	8%	1.00		150.00		150.00	30%	1.00		75.00		75.00	60%
Non-owner payroll tax	9.0%			13.50		1%			13.50		3%			7.00		7.00	6%	
cost 1 description			125.00		6%			125.00		25%			25.00		25.00	20%		
cost 2 description			bar and chains		100.00	5%			grinder teeth		90.00	18%					0%	
cost 3 description						0%						0%					0%	
cost 4 description						0%						0%					0%	
Total variable costs			388.50		19%			378.50		76%			107.00		86%			
Gross profit per unit - what you see on income statement			1,611.50		81%			121.50		24%			18.00		14%			

	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
tree removal sold		10	10	10	10	10	10	10	10	10	10	10	110
stump grinding sold		10	10	10	10	10	10	10	10	10	10	10	110
lawn care sold		10	10	10	10	10	10	10	10	10	10	10	110
total revenue		\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 26,250	\$ 288,750
total cost of sales		\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 8,740	\$ 96,140
total income statement gross profit (excludes owner labor)		\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 17,510	\$ 192,610

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	\$250,000	principal, beginning	250,000	250,000	250,000	250,000	250,000	248,290	246,565	244,827	243,073	241,305	
Interest rate (example 8%)	10.0%	interest expense	-	-	-	-	-	2,083	2,055	2,040	2,026	2,011	12,284
Payback period (# of months)	96	principal payment	-	-	-	-	-	(1,710)	(1,739)	(1,753)	(1,768)	(1,783)	(10,477)
Grace period (months pay delay)	6	principal, ending	250,000	250,000	250,000	250,000	250,000	248,290	244,827	243,073	241,305	239,523	
Monthly payment	\$ 3,794												

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

John dba Arbor Turf
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														
tree removal	6	-	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	220,000	76%
stump grinding	6	-	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000	19%
lawn care	6	-	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	13,750	5%
Total revenue		-	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	26,250	288,750	100%
Cost of Goods Sold	2														
tree removal	6	-	3,885	3,885	3,885	3,885	3,885	3,885	3,885	3,885	3,885	3,885	3,885	42,735	15%
stump grinding	6	-	3,785	3,785	3,785	3,785	3,785	3,785	3,785	3,785	3,785	3,785	3,785	41,635	14%
lawn care	6	-	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	1,070	11,770	4%
Total COGS		-	8,740	8,740	8,740	8,740	8,740	8,740	8,740	8,740	8,740	8,740	8,740	96,140	33%
Gross profit		-	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	17,510	192,610	67%
Expenses	2														
Auto or truck lease		5,000	400	400	400	400	400	400	400	400	400	400	400	9,400	3%
Depreciation	3	-	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	12,338	4%
Gasoline & fuels		-												-	0%
Insurance - bonding		-	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Insurance - vehicle		-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Interest - equip & start up	7	-	-	-	-	-	-	2,083	2,069	2,055	2,040	2,026	2,011	12,284	4%
Marketing		600	600	600	600	600	600	600	600	600	600	600	600	7,200	2%
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		-												-	0%
Supplies		200	150	150	150	150	150	150	150	150	150	150	150	1,850	1%
Tax service		-												-	0%
Telephone - cellular		500	100	100	100	100	100	100	100	100	100	100	100	1,600	1%
Start-up expenses		4,000	-	-	-	-	-	-	-	-	-	-	-	4,000	1%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		10,300	3,172	3,172	3,172	3,172	3,172	5,255	5,241	5,226	5,212	5,197	5,183	57,472	20%
Taxable profit (loss)	1	(10,300)	14,338	14,338	14,338	14,338	14,338	12,255	12,269	12,284	12,298	12,313	12,327	135,138	47%
Tax (expense) benefit	1			(4,594)				(10,754)		(9,202)			(9,235)	(33,784)	-12%
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)	-15%
Net profit (loss)		(10,300)	10,338	5,744	10,338	10,338	(415)	8,255	8,269	(918)	8,298	8,313	(907)	57,353	20%
Depreciation	3	-	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	1,122	12,338	
Equipment purchases	3	(68,700)	-	-	-	-	-	-	-	-	-	-	-	(68,700)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	250,000	-	-	-	-	-	(1,710)	(1,724)	(1,739)	(1,753)	(1,768)	(1,783)	239,523	
Owner contribution	3	79,000	-	-	-	-	-	-	-	-	-	-	-	79,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		250,000	11,460	6,866	11,460	11,460	706	7,666	7,666	(1,536)	7,666	7,666	(1,568)	319,514	
Cash, period start		-	250,000	261,460	268,326	279,786	291,246	291,952	299,619	307,285	305,749	313,416	321,082	-	
Cash, period end		250,000	261,460	268,326	279,786	291,246	291,952	299,619	307,285	305,749	313,416	321,082	319,514	319,514	