prison entrepreneurship program

Business Plan Competition
October 17, 2025

Best Day Moving Barber Shop

Prison Entrepreneurship Program
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Best Day Moving Barber Shop

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity

- People want to save time
- People want to enjoy the luxury of their time
- People don't feel like driving to appointments
- People don't want to wait in line

Purpose

- We will build a bridge between us and people who get off of work late and don't feel like driving, but still want a haircut

Solution

- Mobile Barber Shop
- Convenience
- Time Saver

Customers

- Men ages 25-50
- People who get off of work late but still need haircuts
- People who don't feel like driving
- People who want to enjoy their time at home

Differentiators

- We're mobile
- Open late
- Quick and efficient
- Loyal and dedicated to not just our time but yours as well

Extras

- 6 years of experience

Marketing

- Flyers
- Radio
- Social media
- Events with charities and schools

Start-up Costs

Owner investment - cash	$ 20,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	365,000
Total start up costs:	**$385,000**

Financials & Extras

Sales:	$ 448,000	100%
COGS	308,800	69%
Gross profit	139,100	31%
Overhead	66,600	15%
Pretax income	72,400	16%
Tax expense	18,100	4%
Owner withdrawals	44,000	10%
Net income	$ 10,300	2%

Leadership Statement

CEO: Martin is a very focused and dedicated person who is serious about a bright future. He is very enthusiastic and great with people. He possesses a great deal of self-control, leading to him being great for business dealings. Santiago brings six years of experience to the barber industry and a zeal for success.

CMO: Tomas has a great personality with over 10 years of experience in the construction industry. He has great abilities necessary to manage a business. His skills are many, including, but not limited to: concrete, roofing, sheetrock, brick laying, and landscaping; but framing is his specialty. He plans well and has a very consistent work ethic which enables him to make sure everything is done correctly with no shortcuts. He has a passion for everything he does. All this will enable him to run a successful business.

CFO: Makuai's best strength as a leader is that he listens to the people he is leading. He knows how to be leader while still being a student. His ability to see things from more than one perspective gives him an edge in business. He also has management training experience.

COO: Michael has great leadership skills. He has integrity, is accountable, and has a great work ethic. These skills along with being a hard worker will be great for the business world. He has 15 years of commercial driver experience along with his GED and a vocational trade in computers as a technician and office manager. Michael would be a great asset to any company he is a part of.

Product/Service Offering

Best Day Moving Barbershop is a user-friendly app that is dedicated to giving our customers a satisfying look while saving them time and energy by allowing them to enjoy the comfort of their own home. All of our services come to you, are 24/7, and include haircuts, braids, eyebrows, spray-on hairlines. We will also have a mini-bus to provide these services wherever you are!

We predict that 60% of our revenue will be from haircuts alone, while the other 40% will come from our secondary services listed above. We plan to launch this mobile service by winter 2026 or spring 2027 in the Houston, TX area.

What makes us different is that we are more than a mobile barbershop, we are also stylists with personalities. Our team of barbers/stylists will be equipped with barber licenses to ensure proper procedures including correct sanitation practices and the most up-to-date styles.

Our motivating motto is "when you look your best, you can be your best".

We hope to expand in the Houston area via our web-page, app, and word of mouth. We plan to be within every major city in the state of Texas within 10 years from our launch date.

We will be fully committed to our employees, our customers, and ultimately our community at large. We don't just give haircuts, we give experiences.

Market/Industry

The industry that we will be operating in will be the cosmetology industry, but we will be focusing on the area of Houston, Tx. Cosmetology is a billion-dollar industry, but we are not exactly sure how much revenue is in the market in the Houston area. We have the potential to grow big in a short amount of time. If the barber is dedicated, he can make up to a six figure profit each year. 50% of our revenue will come from haircuts while the other 50% will come from beard and skin care with clean cut razors.

Competition

Two direct competitors would be all barber shops, such as Supercuts and beauty salons that offer hair cut services in the local area. We would even say any store that sells hair clippers may be an indirect competitor. What makes us different is our convenience and that we are mobile and will come to your door step, office or workplace, so you don't have to drive. Our vacuum clippers will leave you with absolutely no hair left once have finished cutting your hair.

Differentiation

We will be mobile and will differentiate by being flexible and adjustable to meet our customers at their home or workplace. While most barbers are closing at either three or five in the afternoon, we will stay open late for the guys who are just getting off of work and want to look good for tomorrow. All of our barbers will be trained and skilled to use our vacuum clippers leaving no hair on our customers. Our customers will be able to trust us and book us regularly if they desire, at their location, on their time.

MARKETING STRATEGY

Price:

Our prices will vary depending on how far we have to travel. A standard hair cut will cost between $75 to $95 within a 25-mile radius. Our beard and skin razor cuts will vary between $65 and $85 within the same radius. Our pricing is consistent with local barbershops. However, we charge a little more to compensate for time on the road and fuel. Our main pricing model will be cost plus pricing.

Place:

Our business will mostly be mobile with a couple of trailers in the Houston local area. Our customers will come from Houston and surrounding counties such as Katy, Sugarland, and River Oaks.

Promotion:

We plan to use all three types of promotions. First, we look to spend mainly on pure promotions and use flyers to post all around our target market. We will also seek ways to speak at community events. We will be using social media and a webpage so that customers can look us up at ease. That's how we plan to advertise. X for events, Facebook for information, and Instagram for pictures. We plan to advertise at a higher level once we are financially stable with pure promotions so that we can be heard on the radio and then television.

VISION AND OBJECTIVES

Due to incarceration, our founder has learned a skill that has brought much joy as well as a sense of fulfillment. We have become very passionate about cutting hair and believe that is our calling in life. We know that a fresh haircut leaves you looking and feeling your best, and with this newly found skillset we are able to bring that joy to others. This is something we see ourselves doing for the rest of our life.

First Year:

In our first year, we plan to establish our customer base. We will be able to do this by keeping up with all the latest trends as well as maintaining all the classic styles and services that we know and love.

Third Year:

By our third year, we plan to have four trucks servicing not only the Houston area but Dallas as well. We plan to partner with cosmetology and barber schools in the area to help expand our business with fresh talent who are newly licensed professionals that are looking to start career in the field.

Fifth Year:

In our fifth year, we plan to have at least four trucks in operation as well as two brick and mortar locations that will be servicing the Houston and Dallas areas.

Philanthropy:

We plan to be able to give back by offering back to school haircuts throughout various communities in the Houston and Dallas area.

START-UP COST

Owner's name	
Company name	Best Day Moving Barber Shop
NAICS Business Classification	
Sector (general classification)	_62_Health_Care_and_Social_Assistance
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	50
cell phone purchase	100
car/truck down payment, if leased	
permits	200
supplies, office & misc.	15,000
Cash needed for start-up expenses	15,350

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	225,000		225,000	
company trailer				
computer, printer, fax	1,000		1,000	
			-	
			-	
			-	
building/office deposit		N/A	N/A	
beginning cash balance	143,650	N/A	N/A	
Cash needed for start-up assets	369,650	-	226,000	
			60	assumed life (months)
			3,767	monthly depreciation

Total start up cost	**385,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	20,000	5%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	365,000	95%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	385,000	100%

FINANCIAL STATEMENT (PRO FORMA)

dba Best Day Moving Barber Shop
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		haircut				Beard/facial trimmings							
Product description		any style of haircut				Beard trims and headwashes							
Price per unit				85.00	100%			50.00	100%				0%
Cost of one unit		hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.		1.00	40.00	40.00	47%	1.00	40.00	40.00	80%			-	0%
Non-owner payroll tax	9.0%			3.60	4%			3.60	7%			-	0%
cost 1 description		fuel		8.00	9%	fuel		8.00	16%				0%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				51.60	61%			51.60	103%			-	0%
Gross profit per unit - what you see on income statement				33.40	39%			(1.60)	0%			-	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
haircut sold		300	300	300	400	400	400	400	400	450	450	450	4,250
Beard/facial trimmings sold		125	125	125	150	150	160	160	160	180	200	200	1,735
sold													-
total revenue		$ 31,750	$ 31,750	$ 31,750	$ 41,500	$ 41,500	$ 42,000	$ 42,000	$ 42,000	$ 47,250	$ 48,250	$ 48,250	$ 448,000
total cost of sales		$ 21,930	$ 21,930	$ 21,930	$ 28,380	$ 28,380	$ 28,896	$ 28,896	$ 28,896	$ 32,508	$ 33,540	$ 33,540	$ 308,826
total income statement gross profit (excludes owner labor)		$ 9,820	$ 9,820	$ 9,820	$ 13,120	$ 13,120	$ 13,104	$ 13,104	$ 13,104	$ 14,742	$ 14,710	$ 14,710	$ 139,174

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	$365,000	principal, beginning	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	
Interest rate (example 8%)	10.0%	interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)	84	principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)	12	principal, ending	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	365,000	
Monthly payment	$ 6,059													

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, exclduing 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

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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														
haircut	6	-	25,500	25,500	25,500	34,000	34,000	34,000	34,000	34,000	38,250	38,250	38,250	361,250	81%
Beard/facial trimmings	6	-	6,250	6,250	6,250	7,500	7,500	8,000	8,000	8,000	9,000	10,000	10,000	86,750	19%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	31,750	31,750	31,750	41,500	41,500	42,000	42,000	42,000	47,250	48,250	48,250	448,000	100%
Cost of Goods Sold	2														
haircut	6	-	15,480	15,480	15,480	20,640	20,640	20,640	20,640	20,640	23,220	23,220	23,220	219,300	49%
Beard/facial trimmings	6	-	6,450	6,450	6,450	7,740	7,740	8,256	8,256	8,256	9,288	10,320	10,320	89,526	20%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	21,930	21,930	21,930	28,380	28,380	28,896	28,896	28,896	32,508	33,540	33,540	308,826	69%
Gross profit		-	9,820	9,820	9,820	13,120	13,120	13,104	13,104	13,104	14,742	14,710	14,710	139,174	31%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	41,433	9%
Gasoline & fuels		-												-	0%
Insurance - bonding		-												-	0%
Insurance - vehicle		-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing		50												50	0%
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		200	100	100	100	100	100	100	100	100	100	100	100	1,300	0%
Supplies		15,000	400	400	400	400	400	400	400	400	400	400	400	19,400	4%
Tax service		-												-	0%
Telephone - cellular		100	100	100	100	100	100	100	100	100	100	100	100	1,200	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		15,350	4,667	4,667	4,667	4,667	4,667	4,667	4,667	4,667	4,667	4,667	4,667	66,683	15%
Taxable profit (loss)	1	(15,350)	5,153	5,153	5,153	8,453	8,453	8,437	8,437	8,437	10,075	10,043	10,043	72,491	16%
Tax (expense) benefit	1			-			(4,254)			(6,328)			(7,541)	(18,123)	-4%
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)	-10%
Net profit (loss)		(15,350)	1,153	1,153	1,153	4,453	199	4,437	4,437	(1,891)	6,075	6,043	(1,497)	10,368	2%
Depreciation	3	-	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	3,767	41,433	
Equipment purchases	3	(226,000)	-	-	-	-	-	-	-	-	-	-	-	(226,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	365,000	-	-	-	-	-	-	-	-	-	-	-	365,000	
Owner contribution	3	20,000	-	-	-	-	-	-	-	-	-	-	-	20,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		143,650	4,920	4,920	4,920	8,220	3,966	8,204	8,204	1,876	9,842	9,810	2,270	210,801	
Cash, period start		-	143,650	148,570	153,490	158,410	166,630	170,596	178,800	187,004	188,880	198,722	208,532	-	
Cash, period end		143,650	148,570	153,490	158,410	166,630	170,596	178,800	187,004	188,880	198,722	208,532	210,801	210,801	