

prison
entrepreneurship
program

**Business Plan Competition
February 20, 2026**

Premier Valet Waste

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

Premier Valet Waste

Business Plan
February 2026

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EXECUTIVE SUMMARY

| Opportunity | Purpose | Solution | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|-----------|---------------------------|---|-------------------------------|---|--------------------|---------|------------------------------|------------------|---|--------|------------|------|------|--------|-----|--------------|---------|-----|----------|---------|-----|---------------|---------|-----|-------------|--------|-----|-------------------|---|----|------------|------------|-----|
| <ul style="list-style-type: none"> Lack of professional service standards Trash pick-up is not consistent Lack of sanitation | <ul style="list-style-type: none"> Practicing perfection at every door Providing professional service standards that are unparalleled in the industry | <ul style="list-style-type: none"> Professionally trained staff Seven a week valet trash service Maintain a consistent line of communication with property managers | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Customers | Differentiators | Extras | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> Luxury apartment homes High rise condominiums Timeshares | <ul style="list-style-type: none"> Valet trash services available seven days per a week Eco and green friendly chemicals that are safe on the environment | <ul style="list-style-type: none"> Company truck | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Marketing | Start-up Costs | Financials & Extras | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> Property management referrals and establishing strategic alliance Attending residential apartment trade shows | <table> <tr> <td>Owner investment - cash</td> <td>\$ 20,000</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>100,000</td> </tr> <tr> <td>Total start up costs:</td> <td>\$120,000</td> </tr> </table> | Owner investment - cash | \$ 20,000 | Owner investment - equity | - | Vehicle and/or equipment loan | - | Start up financing | 100,000 | Total start up costs: | \$120,000 | <table> <tr> <td>Sales:</td> <td>\$ 539,400</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>67,400</td> <td>12%</td> </tr> <tr> <td>Gross profit</td> <td>471,900</td> <td>87%</td> </tr> <tr> <td>Overhead</td> <td>117,300</td> <td>22%</td> </tr> <tr> <td>Pretax income</td> <td>354,600</td> <td>66%</td> </tr> <tr> <td>Tax expense</td> <td>88,600</td> <td>16%</td> </tr> <tr> <td>Owner withdrawals</td> <td>-</td> <td>0%</td> </tr> <tr> <td>Net income</td> <td>\$ 266,000</td> <td>49%</td> </tr> </table> | Sales: | \$ 539,400 | 100% | COGS | 67,400 | 12% | Gross profit | 471,900 | 87% | Overhead | 117,300 | 22% | Pretax income | 354,600 | 66% | Tax expense | 88,600 | 16% | Owner withdrawals | - | 0% | Net income | \$ 266,000 | 49% |
| Owner investment - cash | \$ 20,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Owner investment - equity | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Vehicle and/or equipment loan | - | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start up financing | 100,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total start up costs: | \$120,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Sales: | \$ 539,400 | 100% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| COGS | 67,400 | 12% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gross profit | 471,900 | 87% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Overhead | 117,300 | 22% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Pretax income | 354,600 | 66% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Tax expense | 88,600 | 16% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Owner withdrawals | - | 0% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Net income | \$ 266,000 | 49% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

LEADERSHIP STATEMENT

CEO: Mann is a goal oriented hardworking individual that always puts others before his self. He constantly thinks outside the box, coming up with multiple ways to handle any one situation. He is driven and takes a great amount of pride in everything that he does. Mann does not look for excuses, he simply looks for a way he can. He is very humble and has great communication skills

CMO: Dustin strengths as a leader vary. He believes that knowing how to follow is a strength as well as having integrity and being reliable. He possesses multiple leadership skills like knowing how to get the best out of his team. Another is keeping God first in every venture. The way this applies to business is that you need your team to be its best in order for your business to succeed and without God we'd have no business. He has 19 years of experience for doing barber shop work, and will obtain his barbers license upon release.

CFO: Magic is a great leader. He keeps his team motivated and involved. He's good at problem solving. With 15 years in the basketball world, he'll bring a combination of skills to the business. He is highly driven to get it right the first time. He also has a can-do attitude and never gives up.

COO: Donell is a family-oriented person. He has a great ability to see problems before they occur, and takes the proper measures to prevent them. He has over five years of experience as a driver and helper in the moving industry, and also has a certification in HVAC. His foresight will help the business because he will be able to prevent unnecessary issues with customers. All in all, he is a person with great morals and work ethic that will ensure he treats every client like family.

PRODUCT/SERVICE OFFERING

Premier Valet Waste is a Houston-based company that redefines residential waste management. We plan to open our company in November 2028. We will provide trash valet, recycling, and bulk items pick-up to go along with spraying disinfectant daily to keep communities clean and residents happy. 60% of our income will come from luxury to mid-range apartments, and the remaining 40% will come from high-rises and student housing. What sets us apart is the fact that our trash valet is offered every night, 365 days a year. We also offer recycling pick-up three days per week, as well as bulk item pick-up two days per week. We take pride in our professional presentation, reliability, and sanitation skills because our customers deserve to be happy and healthy. We aim to be Houston's most trusted name for valet trash management. This is considered a top-five amenity in U.S. apartment communities with a strong demand in the metro area of Houston, Texas. We are privately owned with plans for expansion to other major cities across the country within five years.

MARKET/INDUSTRY

Premier Valet Waste is a trash valet and provides waste management services. These are considered a top five amenity in U.S. apartment communities. Therefore, the potential for growth in this industry is amazing. This industry is recession resistant and fast growing with predictable cash flow and strong retention.

COMPETITION

Our competition is scarce with little to no major players. Our direct competitors would be Trash Butter, as well as smaller regional valet services that offer limited coverage. Our indirect competitors would be disinfectant/cleaning services or waste management.

DIFFERENTIATION

We differ from our competitors in many ways, as well as providing a seven-day trash valet service that also does recycling and bulk items on specific days. We also provide a daily disinfectant spray that gives off a pleasing aroma to keep customers healthy and happy. Last but certainly not least is our outstanding work ethic to bring this service to our customers.

MARKETING STRATEGY

Price:

At Premier Valet Waste our pricing model is very simple. We charge a monthly premium of \$36 dollars a month per unit with an average of 100-200 units per contract of each facility we cater to. Our pricing is consistent with the upper scale of our competition. Typically, our competition will average \$25-\$40 dollars per unit. Our pricing models are relatively stable, but can be negotiated depending on the size of the contract.

Place:

We are located in the heart of Houston, Texas while servicing all of the surrounding areas. Our target customers are luxury apartments and high-rise property management firms. Customers will learn about Premier Valet Waste through social media as well as word of mouth and apartment industry trade shows.

Promotion:

Premier Valet Waste identifies as a clean, reliable and professional premium white glove waste management company with modern branding. 80 percent of our marketing will be relatively free, including word-of-mouth and apartment trade shows. We will be paying for brochures as well as social media ads on TikTok and LinkedIn.

VISION AND OBJECTIVES

Our vision here at Premier Valet Waste is to be the number one name in Texas in regards to trash valet. We believe that the trash valet industry is a very lucrative industry because of its lack of major players for competition. Our idea is to seek contracts with luxury apartments and high rises through property managers while seizing the opportunity to establish relationships with the firms that own these complexes and expanding to the other complexes owned by them. We will be providing a seven-day per week service as well as providing disinfectant to keep away those pungent smells.

First Year:

We plan to establish core contracts, as well as reach our breakeven point.

Third Year:

We plan to begin transitioning to other major cities in Texas such as Dallas/Fort-Worth, Austin and San Antonio.

Fifth Year:

We expect to have a minimum of 15,000 residents under annual contract and continue to grow.

Tenth Year:

We plan to be the number one name in the trash valet industry in Texas and begin to expand into the state of Florida.

Philanthropy:

We plan to partner with the Prison Entrepreneurship Program by offering jobs to individuals paroling to a PEP transitional house. We will also be pursuing a tiny home transitional village for PEP graduates to provide a healthy environment for them.

START-UP COST

| | |
|---|---|
| Owner's name | |
| Company name | Premier Valet Waste |
| NAICS Business Classification | |
| Sector (general classification) | 56 Administrative and Support and Waste Management and Remediation Services |
| Sub-sector (more specific classification) | 562: Waste Management and Remediation Services |

Start-up Costs Year 1

Assumption 4 - Total Uses

| Non-Depreciable Costs | Paid or contributed in Month 1 | | |
|-----------------------------------|--------------------------------|---|---------------------------------|
| marketing, business cards, fliers | 3,500 | | |
| cell phone purchase | 1,200 | | |
| car/truck down payment, if leased | 1,000 | | |
| permits | 500 | | |
| supplies, office & misc. | 8,000 | | |
| Advertising | 750 | | |
| Trash Cart and Insurance | 750 | | |
| Sanitation Supplies | 500 | | |
| Uniforms and PPE | 750 | | |
| Work Phone | 500 | | |
| Cash needed for start-up expenses | <u>16,950</u> | | |
| Depreciable Costs | | | |
| | Paid or contributed in Month 1 | Equipment Financing (Additional to amount paid) | Depreciable Assets |
| company car, truck or van | 36,000 | | 36,000 |
| company trailer | 12,000 | | |
| computer, printer, fax | 1,500 | | 1,500 |
| Four Company Trucks (used) | 900 | | 900 |
| Three Company Trailers | 5,000 | | 5,000 |
| | | | - |
| building/office deposit | | N/A | N/A |
| beginning cash balance | 47,650 | N/A | N/A |
| Cash needed for start-up assets | <u>103,050</u> | <u>-</u> | <u>43,400</u> |
| | | | <u>60</u> assumed life (months) |
| | | | <u>723</u> monthly depreciation |
| Total start up cost | <u>120,000</u> | | |

Assumption 5 - Total Sources

| | | |
|---|-----------------------|-------------|
| Cash owner will contribute and the value of owner's assets contributed to company | 20,000 | 17% |
| Vehicle loan and other equipment debt (see note 7 for financing) | - | 0% |
| Startup financing, if applicable (for example Kiva loan) | 100,000 | 83% |
| Outside equity investment, if applicable | - | 0% |
| Total start up cost, total sources | <u>120,000</u> | 100% |

FINANCIAL STATEMENT (PRO FORMA)

dba Premier Valet Waste EOU, Financing, and Payroll Assumptions Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

| | Product 1 | | | | Product 2 | | | | Product 3 | | | | |
|---|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Product name | Trash Valet Service | | | | | | | | | | | | |
| Product description | Pick up trash plus disinfectant services | | | | | | | | | | | | |
| Price per unit | | | \$1.20 | 100% | | | | 0% | | | | 0% | |
| Cost of <u>one</u> unit | hours | rate | | | hours | rate | | | hours | rate | | | |
| Non-owner payroll exp. | | 0.40 | - | 0% | | | - | 0% | | | - | 0% | |
| Non-owner payroll tax | 9.0% | | - | 0% | | | - | 0% | | | - | 0% | |
| cost 1 description | Trash Bag | | 0.10 | 8% | | | | 0% | | | | 0% | |
| cost 2 description | Disinfectant | | 0.05 | 4% | | | | 0% | | | | 0% | |
| cost 3 description | | | | 0% | | | | 0% | | | | 0% | |
| cost 4 description | | | | 0% | | | | 0% | | | | 0% | |
| Total variable costs | | | 0.15 | 13% | | | - | 0% | | | - | 0% | |
| Gross profit per unit - what you see on income statement | | | 1.05 | 88% | | | - | 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 |
| Trash Valet Service sold | | 15,500 | 15,500 | 15,500 | 31,000 | 31,000 | 46,500 | 46,500 | 46,500 | 62,000 | 62,000 | 77,500 | 449,500 |
| total revenue | | \$ 18,600 | \$ 18,600 | \$ 18,600 | \$ 37,200 | \$ 37,200 | \$ 55,800 | \$ 55,800 | \$ 55,800 | \$ 74,400 | \$ 74,400 | \$ 93,000 | \$ 539,400 |
| total cost of sales | | \$ 2,325 | \$ 2,325 | \$ 2,325 | \$ 4,650 | \$ 4,650 | \$ 6,975 | \$ 6,975 | \$ 6,975 | \$ 9,300 | \$ 9,300 | \$ 11,625 | \$ 67,425 |
| total income statement gross profit (excludes owner labor) | | \$ 16,275 | \$ 16,275 | \$ 16,275 | \$ 32,550 | \$ 32,550 | \$ 48,825 | \$ 48,825 | \$ 48,825 | \$ 65,100 | \$ 65,100 | \$ 81,375 | \$ 471,975 |

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 | \$100,000 | 100,000 | 96,293 | 92,548 | 88,766 | 84,947 | 81,089 | 77,192 | 73,257 | 69,282 | 65,268 | 61,213 |
| Interest rate (example 8%) | 12.0% | 1,000 | 963 | 925 | 888 | 849 | 811 | 772 | 733 | 693 | 653 | 612 |
| Payback period (# of months) | 24 | (3,707) | (3,744) | (3,782) | (3,820) | (3,858) | (3,896) | (3,935) | (3,975) | (4,015) | (4,055) | (4,095) |
| Grace period (months pay delay) | | 96,293 | 92,548 | 88,766 | 84,947 | 81,089 | 77,192 | 73,257 | 69,282 | 65,268 | 61,213 | 57,118 |
| Monthly payment | \$ 4,707 | | | | | | | | | | | |

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 Premier Valet Waste
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 | | | | | | | | | | | | | | |
| Trash Valet Service | 6 | - | 18,600 | 18,600 | 18,600 | 37,200 | 37,200 | 55,800 | 55,800 | 55,800 | 74,400 | 74,400 | 93,000 | 539,400 | 100% |
| line not used | 6 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| line not used | 6 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| Total revenue | | - | 18,600 | 18,600 | 18,600 | 37,200 | 37,200 | 55,800 | 55,800 | 55,800 | 74,400 | 74,400 | 93,000 | 539,400 | 100% |
| Cost of Goods Sold | 2 | | | | | | | | | | | | | | |
| Trash Valet Service | 6 | - | 2,325 | 2,325 | 2,325 | 4,650 | 4,650 | 6,975 | 6,975 | 6,975 | 9,300 | 9,300 | 11,625 | 67,425 | 13% |
| line not used | 6 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| line not used | 6 | - | - | - | - | - | - | - | - | - | - | - | - | - | 0% |
| Total COGS | | - | 2,325 | 2,325 | 2,325 | 4,650 | 4,650 | 6,975 | 6,975 | 6,975 | 9,300 | 9,300 | 11,625 | 67,425 | 13% |
| Gross profit | | - | 16,275 | 16,275 | 16,275 | 32,550 | 32,550 | 48,825 | 48,825 | 48,825 | 65,100 | 65,100 | 81,375 | 471,975 | 88% |
| Expenses | 2 | | | | | | | | | | | | | | |
| Auto or truck lease | | 1,000 | | | | | | | | | | | | 1,000 | 0% |
| Depreciation | 3 | - | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 7,957 | 1% |
| Gasoline & fuels | | - | 200 | 200 | 200 | 400 | 400 | 600 | 600 | 600 | 800 | 800 | 1,000 | 5,800 | 1% |
| Insurance - bonding | | - | | | | | | | | | | | | - | 0% |
| Insurance - vehicle | | - | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 11,000 | 2% |
| Interest - equip & start up | 7 | - | 1,000 | 963 | 925 | 888 | 849 | 811 | 772 | 733 | 693 | 653 | 612 | 8,899 | 2% |
| Marketing | | 3,500 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 5,700 | 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 | | 500 | | | | | | | | | | | | 500 | 0% |
| Supplies | | 8,000 | 2,325 | 2,325 | 2,325 | 4,650 | 4,650 | 6,975 | 6,975 | 6,975 | 8,325 | 8,325 | 10,650 | 72,500 | 13% |
| Tax service | | - | | | | | | | | | | | | - | 0% |
| Telephone - cellular | | 1,200 | | | | | | | | | | | | 1,200 | 0% |
| Start-up expenses | | 2,750 | - | - | - | - | - | - | - | - | - | - | - | 2,750 | 1% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| | | - | | | | | | | | | | | | - | 0% |
| Total expenses | | 16,950 | 5,448 | 5,411 | 5,374 | 7,861 | 7,823 | 10,309 | 10,270 | 10,231 | 11,741 | 11,701 | 14,185 | 117,305 | 22% |
| Taxable profit (loss) | 1 | (16,950) | 10,827 | 10,864 | 10,901 | 24,689 | 24,727 | 38,516 | 38,555 | 38,594 | 53,359 | 53,399 | 67,190 | 354,670 | 66% |
| Tax (expense) benefit | 1 | | | (1,185) | | | (15,079) | | | (28,916) | | | (43,487) | (88,667) | -16% |
| Owner's withdrawals | 1 | - | | | | | | | | | | | | - | 0% |
| Net profit (loss) | | (16,950) | 10,827 | 9,679 | 10,901 | 24,689 | 9,648 | 38,516 | 38,555 | 9,678 | 53,359 | 53,399 | 23,703 | 266,002 | 49% |
| Depreciation | 3 | - | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 723 | 7,957 | |
| Equipment purchases | 3 | (55,400) | - | - | - | - | - | - | - | - | - | - | - | (55,400) | |
| Principle, equipment loan | 7 | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Repay debt financing | 7 | 100,000 | (3,707) | (3,744) | (3,782) | (3,820) | (3,858) | (3,896) | (3,935) | (3,975) | (4,015) | (4,055) | (4,095) | 57,118 | |
| Owner contribution | 3 | 20,000 | - | - | - | - | - | - | - | - | - | - | - | 20,000 | |
| Equity investor | 3 | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| Net cash flow | | 47,650 | 7,843 | 6,658 | 7,843 | 21,593 | 6,513 | 35,343 | 35,343 | 6,426 | 50,068 | 50,068 | 20,331 | 295,677 | |
| Cash, period start | | - | 47,650 | 55,493 | 62,150 | 69,993 | 91,586 | 98,099 | 133,441 | 168,784 | 175,211 | 225,278 | 275,346 | - | |
| Cash, period end | | 47,650 | 55,493 | 62,150 | 69,993 | 91,586 | 98,099 | 133,441 | 168,784 | 175,211 | 225,278 | 275,346 | 295,677 | 295,677 | |