

prison  
entrepreneurship  
program

**Business Plan Competition  
February 20, 2026**

Superior Fencing Co.

Prison Entrepreneurship Program  
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# *Superior Fencing Co.*

Business Plan  
February 2026

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## EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																							
<ul style="list-style-type: none"> <li>• Not enough companies do both fence line clearing and installation</li> <li>• Not enough companies to keep up with demand</li> <li>• Cheap products</li> </ul>	<ul style="list-style-type: none"> <li>• To provide safe, comprehensive residential and commercial fencing</li> </ul>	<ul style="list-style-type: none"> <li>• Premium building materials</li> <li>• We clear fence lines and build quality fences in a timely manner</li> </ul>																																							
Customers	Differentiators	Extras																																							
<ul style="list-style-type: none"> <li>• Real estate companies</li> <li>• Residential properties</li> <li>• Business owners</li> </ul>	<ul style="list-style-type: none"> <li>• Budget-friendly in-house financing available</li> <li>• Free estimates</li> <li>• 25 years of experience</li> </ul>																																								
Marketing	Start-up Costs	Financials & Extras																																							
<ul style="list-style-type: none"> <li>• Professional website</li> <li>• Real estate conventions</li> <li>• Facebook</li> </ul>	<table> <tr> <td>Owner investment - cash</td> <td>\$</td> <td>-</td> </tr> <tr> <td>Owner investment - equity</td> <td></td> <td>-</td> </tr> <tr> <td>Vehicle and/or equipment loan</td> <td></td> <td>-</td> </tr> <tr> <td>Start up financing</td> <td></td> <td>275,000</td> </tr> <tr> <td><b>Total start up costs:</b></td> <td></td> <td><b><u>\$275,000</u></b></td> </tr> </table>	Owner investment - cash	\$	-	Owner investment - equity		-	Vehicle and/or equipment loan		-	Start up financing		275,000	<b>Total start up costs:</b>		<b><u>\$275,000</u></b>	<table> <tr> <td>Sales:</td> <td>\$1,578,000</td> <td>100%</td> </tr> <tr> <td>COGS</td> <td>222,600</td> <td>14%</td> </tr> <tr> <td>Gross profit</td> <td>1,355,400</td> <td>86%</td> </tr> <tr> <td>Overhead</td> <td>200,200</td> <td>13%</td> </tr> <tr> <td>Pretax income</td> <td>1,155,100</td> <td>73%</td> </tr> <tr> <td>Tax expense</td> <td>288,700</td> <td>18%</td> </tr> <tr> <td>Owner withdrawals</td> <td>44,000</td> <td>3%</td> </tr> <tr> <td>Net income</td> <td>\$ 822,300</td> <td>52%</td> </tr> </table>	Sales:	\$1,578,000	100%	COGS	222,600	14%	Gross profit	1,355,400	86%	Overhead	200,200	13%	Pretax income	1,155,100	73%	Tax expense	288,700	18%	Owner withdrawals	44,000	3%	Net income	\$ 822,300	52%
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## **LEADERSHIP STATEMENT**

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**CEO/COO:** Ryan is the master of plan and execution. He accomplishes any difficult task that he sets his mind to. He has extensive knowledge and experience in problem solving, working directly under engineers as a machinist for 20 years. He is skilled at working under intense pressure to meet expedited deadlines. He values the opinions of his peers and embraces change as it is deemed necessary. He loves to see others succeed and has the heart of a lion.

**CMO:** Darias is immensely optimistic and relatable to his peers. With an understanding heart and over ten years of experience in the warehouse industry, he knows it takes more than an impressive resume to lead people. It takes keen relatability and understanding. Darias exemplifies these qualities.

**CFO:** Isaac is a natural-born leader who is outstanding at providing motivation and inspiration. He is extremely detail oriented, ensuring every task exceeds expectations. He has two years of experience owning his own business. With an associate's degree as well as over five years of sales and customer service experience, he is well-qualified.

## **PRODUCT/SERVICE OFFERING**

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Superior Fencing Co. is dedicated to quality craftsmanship at affordable pricing. We will be specializing in 3 different types of fencing: wooden picket, barbed wire, and iron pipe. We expect to get 40% of our total revenue from barbed wire fencing, 30% from iron pipe fencing, 20% from wood picket fencing, and the remaining 10% from demolition and removal. We plan to start operation spring 2027. We will build every fence with the best materials that money can buy, to ensure long-lasting high-quality results. All of our welders are certified. We guarantee satisfied customers every time. In the future, we hope to expand our services to constructing custom entryways, along with chain link and electrical fencing. Our company is committed to making quality fencing that not only looks good, but also provides peace of mind.

## **MARKET/INDUSTRY**

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Property development and home improvement is a multi-billion-dollar industry and the need for fencing companies in the northeast Texas area has never been higher. Having a well-built privacy fence increases property value by an average of 15%.

## **COMPETITION**

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Our direct competition will be other fence building companies in the area. Our in-direct competitors will be the do it yourselfers in the area. We will overcome this by showing our customers that it is worth it to have our company build their fence. Not only will we use the highest quality materials, but our craftsmanship will be unrivaled as well.

## **DIFFERENTIATION**

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What sets us apart from the competition is our top-notch customer service. Every fence we build will come with a 15-year warranty. We will also provide a brush removal service with every fence that we build. If you can dream it we can build it at a fraction of what our competitors charge.

## **MARKETING STRATEGY**

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### **Price:**

Our pricing model will vary according to the needs and wants of the customer. We estimate fencing to cost \$100 per six ft. of fence. Demolition prices also vary according to how much fence needs to be taken down.

### **Place:**

Superior Fencing Company will be located in Mount Pleasant, Texas. Our customers will be located in the Northeast Texas region. Our customers will learn about our business from word of mouth and recommendations from real estate companies.

### **Promotion:**

We will offer a free consultation and estimate to all customers. We will also offer a 10% discount to large real estate developers for the first year of business in order to build trust with clientele.

## **VISION AND OBJECTIVES**

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The vision that inspired this company comes from the founder's passion of building fences growing up. He spent many years working as a ranch hand, mending fences, and building them also. It is what has truly driven him, and consequently us, to this industry. Being the best at what we do doesn't just happen overnight, and it doesn't stay that way without big dreams and aspirations. We will be the sole proprietor of Superior Fencing Co. We will donate 5% of our proceeds for building wheelchair accessible ramps at local parks.

### **First Year:**

We plan on having our reputation built up.

### **Third Year:**

We will have two fence install crews working six days a week.

### **Fifth Year:**

We will offer our customers barbed-wire, iron pipe, and chain link fencing options. We will also offer custom entry ways for homes.

### **Philanthropy:**

We will build wheelchair accessible entryways for handicap at local parks.

# START-UP COST

Owner's name	
Company name	Superior Fencing Company
<b>NAICS Business Classification</b>	
Sector (general classification)	23 Construction
Sub-sector (more specific classification)	238: Specialty Trade Contractors

## Start-up Costs

### Year 1

#### Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	500		
cell phone purchase	500		
car/truck down payment, if leased			
permits	500		
supplies, office & misc.	500		
Cash needed for start-up expenses	2,000		
<b>Depreciable Costs</b>			
	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	30,000		30,000
company trailer	20,000		
computer, printer, fax	5,000		5,000
	45,000		45,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance	173,000	N/A	N/A
Cash needed for start-up assets	273,000	-	80,000
			60 assumed life (months)
			1,333 monthly depreciation
<b>Total start up cost</b>	<b>275,000</b>		

#### Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company		0%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	275,000	100%
Outside equity investment, if applicable	-	0%
<b>Total start up cost, total sources</b>	<b>275,000</b>	<b>100%</b>

# FINANCIAL STATEMENT (PRO FORMA)

**dba Superior Fencing Company**  
**EOU, Financing, and Payroll Assumptions**  
**Year 1**

## Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3				
Product name	wood fence				chain link				brush removal				
Product description	material, fasteners, concrete				metal fasteners, concrete								
Price per unit	5,000.00				8,000.00				7,000.00				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	wood		800.00	16%	metal		1,200.00	15%					0%
cost 2 description	fasteners		100.00	2%	fasteners		100.00	1%					0%
cost 3 description	concrete		800.00	16%	concrete		800.00	10%					0%
cost 4 description				0%				0%					0%
Total variable costs			1,700.00	34%			2,100.00	26%			-		0%
<b>Gross profit per unit - what you see on income statement</b>			3,300.00	66%			5,900.00	74%			7,000.00		100%

  

	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
wood fence sold			6	6	6	7	7	8	8	8	8	10	10	84
chain link sold			2	2	2	3	3	4	4	4	4	5	5	38
brush removal sold			8	8	8	10	10	12	12	12	12	15	15	122

  

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
total revenue	\$102,000	\$ 102,000	\$ 102,000	\$ 129,000	\$ 129,000	\$ 156,000	\$ 156,000	\$ 156,000	\$ 156,000	\$ 195,000	\$ 195,000	\$ 1,578,000
total cost of sales	\$ 14,400	\$ 14,400	\$ 14,400	\$ 18,200	\$ 18,200	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 27,500	\$ 27,500	\$ 222,600
total income statement gross profit (excludes owner labor)	\$ 87,600	\$ 87,600	\$ 87,600	\$ 110,800	\$ 110,800	\$ 134,000	\$ 134,000	\$ 134,000	\$ 134,000	\$ 167,500	\$ 167,500	\$ 1,355,400

## 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	\$275,000	275,000	273,805	272,597	271,378	270,146	268,902	267,646	266,377	265,095	263,800	262,493
Interest rate (example 8%)	12.0%	2,750	2,738	2,726	2,714	2,701	2,689	2,676	2,664	2,651	2,638	2,625
Payback period (# of months)	120	(1,195)	(1,207)	(1,219)	(1,232)	(1,244)	(1,256)	(1,269)	(1,282)	(1,295)	(1,307)	(1,321)
Grace period (months pay delay)		273,805	272,597	271,378	270,146	268,902	267,646	266,377	265,095	263,800	262,493	261,172
Monthly payment	\$ 3,945											

## 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	3	3	3	3	3	3	3	3	3	3	3	
avg hours each employee(s) worked per month, not in EOU above	60	60	60	60	60	60	60	60	60	60	60	
average per hour wage	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	
salary expense, excluding payroll taxes	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	33,660

## 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 Superior Fencing Company**  
**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
<b>Revenue</b>	2														
wood fence	6	-	30,000	30,000	30,000	35,000	35,000	40,000	40,000	40,000	40,000	50,000	50,000	420,000	27%
chain link	6	-	16,000	16,000	16,000	24,000	24,000	32,000	32,000	32,000	32,000	40,000	40,000	304,000	19%
brush removal	6	-	56,000	56,000	56,000	70,000	70,000	84,000	84,000	84,000	84,000	105,000	105,000	854,000	54%
<b>Total revenue</b>		-	102,000	102,000	102,000	129,000	129,000	156,000	156,000	156,000	156,000	195,000	195,000	1,578,000	100%
<b>Cost of Goods Sold</b>	2														
wood fence	6	-	10,200	10,200	10,200	11,900	11,900	13,600	13,600	13,600	13,600	17,000	17,000	142,800	9%
chain link	6	-	4,200	4,200	4,200	6,300	6,300	8,400	8,400	8,400	8,400	10,500	10,500	79,800	5%
brush removal	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total COGS</b>		-	14,400	14,400	14,400	18,200	18,200	22,000	22,000	22,000	22,000	27,500	27,500	222,600	14%
<b>Gross profit</b>		-	87,600	87,600	87,600	110,800	110,800	134,000	134,000	134,000	134,000	167,500	167,500	1,355,400	86%
<b>Expenses</b>	2														
Auto or truck lease	-														0%
Depreciation	3	-	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	14,667	1%
Gasoline & fuels	-	-	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000	3%
Insurance - bonding	-													-	0%
Insurance - vehicle	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Interest - equip & start up	7	-	2,750	2,738	2,726	2,714	2,701	2,689	2,676	2,664	2,651	2,638	2,625	29,572	2%
Marketing	500	-	300	300	300	300	300	300	300	300	300	300	300	3,800	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	1%
Office - insurance	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	0%
Office - telephone	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	0%
Office - utilities	-	-	500	500	500	500	500	500	500	500	500	500	500	5,500	0%
Payroll - not owner and not in COGS	8	-	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	3,060	33,660	2%
Payroll taxes (9%)	6 & 8	-	275	275	275	275	275	275	275	275	275	275	275	3,029	0%
Permits	500	-	500	500	500	500	500	500	500	500	500	500	500	6,000	0%
Supplies	500	-	500	500	500	500	500	500	500	500	500	500	500	6,000	0%
Tax service	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	22,000	1%
Telephone - cellular	500	-	100	100	100	100	100	100	100	100	100	100	100	1,600	0%
Start-up expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
broken tool replacement	-	-	-	-	-	-	2,000	-	-	-	-	2,000	-	4,000	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
<b>Total expenses</b>		2,000	17,719	17,707	17,695	17,683	19,670	17,658	17,645	17,632	19,620	17,607	17,594	200,228	13%
<b>Taxable profit (loss)</b>	1	(2,000)	69,881	69,893	69,905	93,117	91,130	116,342	116,355	116,368	114,380	149,893	149,906	1,155,172	73%
Tax (expense) benefit	1			(34,444)			(63,538)			(87,266)			(103,545)	(288,793)	-18%
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)	-3%
<b>Net profit (loss)</b>		(2,000)	65,881	31,450	65,905	89,117	23,592	112,342	112,355	25,101	110,380	145,893	42,361	822,379	52%
Depreciation	3	-	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	1,333	14,667	
Equipment purchases	3	(100,000)	-	-	-	-	-	-	-	-	-	-	-	(100,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	275,000	(1,195)	(1,207)	(1,219)	(1,232)	(1,244)	(1,256)	(1,269)	(1,282)	(1,295)	(1,307)	(1,321)	261,172	
Owner contribution	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
<b>Net cash flow</b>		173,000	66,019	31,576	66,019	89,219	23,681	112,419	112,419	25,153	110,419	145,919	42,374	998,218	
Cash, period start		-	173,000	239,019	270,595	336,614	425,833	449,514	561,933	674,352	699,505	809,924	955,844	-	
<b>Cash, period end</b>		173,000	239,019	270,595	336,614	425,833	449,514	561,933	674,352	699,505	809,924	955,844	998,218	998,218	