prison entrepreneurship program

Business Plan Competition
October 30, 2026

Fatt Boyzz Inc.

Prison Entrepreneurship Program
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Fatt Boyzz Inc.

Business Plan
October 2026

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EXECUTIVE SUMMARY – FATT BOYZZ INC.

Opportunity

- Lack of safe and efficient drivers
- Lack of proper training
- Customers deal with drivers who have a negative attitude

Purpose

- We aim to bring a better experience for our customers and demonstrate what real cattle hauling company is

Solution

- We will have experienced drivers
- We will provide driver training to ensure safe driving practices
- Provide hands-on training and great customer service

Customers

- Processing plants
- Sales barns
- Pasture cattle and farms

Differentiators

- Ride along program
- Proper training for loading and unloading
- Safety training

Extras

- Hands-on experience family operated business

Marketing

- Word of mouth
- Business cards
- Website posting

Start-up Costs

Owner Contribution (Cash only)	$	25,000
Equipment & W/C Loans	$	100,000
Total Sources	$	125,000
Office equipment	$	2,000
Field equipment	$	65,600
Start up expenses	$	2,316
Working Capital (W/C)	$	55,084
Total Uses	$	125,000

Financials

Revenue	$	630,000	100.0%
COGS	$	252,000	40.0%
Gross Profit	$	378,000	60.0%
Operating Expenses	$	251,281	39.9%
EBITDA	$	126,719	20.1%

LEADERSHIP STATEMENT

CEO:

Benigno has great listening skills with the ability to find a reasonable solution to most situations. He is able to do this due to the military training he received while serving in the U.S. Army. Serving his country has given him great leadership skills. He is also a very uplifting person who spreads positivity to those around him.

COO:

Christopher has a phenomenal work ethic along with the tools and resources to build and manage a successful business. He brings dedication, commitment, outstanding people skills, five years of experience as an independent contractor and up-to-date training for new employees and management. He also has three years of experience in the oilfields as a crew leader.

CFO:

Kentrell stands on great principles and morals. He is an individual who not only holds himself accountable, but also those around him. He possesses an innovative mind and has a fresh-start outlook. He is someone who is outgoing and know how to have fun all the while showing love to everyone around him. This makes him a person who is easy to get along with. He is someone who is very organized and pays close attention to detail. Kentrell has earned his high school diploma and also has obtained an associate's degree at Houston Community College. With his knowledge and three years of experience in the logistics industry, he would be a valuable asset to any company.

CMO:

Alfred is an extremely creative and adaptive individual. At 16 years of age he became an Eagle Scout. He has experience in the management of restaurants and construction sites. His work history gives him the versatility to perform in a variety of work environments.

PRODUCT/SERVICE OFFERING

Fatt Boyzz Inc. is a family-oriented and operated company. We put our customer's needs first. Our services include fat hauling and feeder hauling. Our unit of sale is based on our per mile rate which is $3.75. This will be 100% of our revenue. We plan to open in the spring of 2027 in Hereford, Texas.

Our services include transporting cattle to the market and feeder cattle to feed yards to prepare for the market. Our goal is to fulfill the need of drivers, trucks and trailers. We will have licenses and liability insurance with a million-dollar coverage per unit.

We strive to pick up and deliver on time every time. We are a family-based company with family values. By offering better pay, benefits and training to qualified drivers, this will allow us to be a front runner in this industry.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The cattle industry is a multi-billion-dollar industry that has a 10% annual growth rate. Cattle hauling takes up about 20% of the yearly revenue giving us plenty of room for exponential growth and making an exceptional amount of profit. We do not see this sector of the industry slowing down any time soon due to demand surpassing the supply of transport.

Competition:

Our direct competitors are local hauling companies such as Dee King trucking and Ramirez Livestock. Since the demand is high in the Texas panhandle area, these companies work together to fill the niche that is constantly growing in the area. Even though they are our competition, the opportunity is still there for us to operate successfully.

Differentiation:

Fatt Boyzz Inc. is a family-oriented business whose core values are based on integrity and accountability. When someone comes to work for us, they are not an employee number, they become part of a family. Our differentiators consist of a ride-along program and an in-house daycare for all employees. Our customers will choose us because of our safety record and reliable yet strong work ethic.

MARKETING STRATEGY

Price:
Our pricing will be determined by several factors: mileage, weight and a fuel surcharge. The mileage will be determined by the pickup and delivery points. The weight will be determined by the total amount of cattle on the trailer. Our price per mile will be $3.75 which includes a fuel surcharge of $1.50 a mile.

Place:
We will be located in Hereford, Texas. Our customers' cattle will come from the feed lot, pastures and the sale barn. We will operate throughout the Panhandle of Texas and surrounding states. We will utilize business cards, word of mouth and social media advertising to reach our customers.

Promotion:
In order to establish our brand and company, we will hand out branded apparel such as hats and t-shirts with our logo and contact information on them. This will help to get our name out there. We will also use social media in order to promote our business.

VISION AND OBJECTIVES

Our vision here at Fatt Boyzz Inc. is to be the safest in the industry. We want to produce the most reliable cattle hauling company around. Most important is our 911 services because emergencies happen and our goal is to be that company anyone can call on. We want to be a reliable and dependable cattle hauling business as well as making all our customers happy.

First Year:
In our first year, we plan to focus on reconnecting with all our previous customers in the cattle industry. We will then focus on reestablishing ourselves as prominent cattle hauling company.

Third Year:
We will be growing our fleet of trucks and trailers. Starting with one truck and trailer to three trucks and trailers. By the end of year three, we will have 15 fully operational trucks and trailers.

Fifth Year:
In year five, we will shift our focus from cattle hauling by expanding to other industries. These industries will be commodities, harvesting, manure and compost. All these industries are closely connected to the cattle industry allowing an easy transition and sustainability.

Tenth Year:
By this time, we will have established ourselves as the standard of dependability in transport across our focused industries. We strive for excellence especially when it comes to our employees. We believe that successful employees are the key to customer service.

Philanthropy:
We believe that supporting the community in which we do business is an integral part of keeping small towns thriving and alive. We also believe in supporting those who have served our country and protect our freedoms. So, we will be donating to our local VA hospital, sponsoring a local little league and contributing to catholic charities.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 3.75	per unit
Cost of Goods Sold	=	$ 1.50	per unit
Gross Profit	=	$ 2.25	per unit
GP %	=	60.0%	

Units Sold Each Month: 14000

Monthly Revenue Model (First)		
Sales Revenue	=	$ 52,500
Cost of Goods Sold	=	$ 21,000
Gross Profit	=	$ 31,500

Revenue Model For One Unit (Second)			
Sales Revenue	=		per unit
Cost of Goods Sold	=		per unit
Gross Profit	=	$ -	per unit
GP %	=	#DIV/0!	

Monthly Revenue Model (Second)		
Sales Revenue	=	$ -
Cost of Goods Sold	=	$ -
Gross Profit	=	$ -

Revenue Model For One Unit (Third)			
Sales Revenue	=		per unit
Cost of Goods Sold	=		per unit
Gross Profit	=	$ -	per unit
GP %	=	#DIV/0!	

Monthly Revenue Model (Third)		
Sales Revenue	=	$ -
Cost of Goods Sold	=	$ -
Gross Profit	=	$ -

Revenue Models Include:

1. My unit of sale is $3.75 per mile which covers my fuel surcharge along with maintenance and tire reserve
2
3

Ask:	$100K at 15% over a 5-year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributior		$ 25,000
Loan(s)		$ 100,000
Total		$ 125,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 2,000
Field Equipment 2	Loan	$ 40,000
Field Equipment 3	Loan	$ 25,000
Field Equipment 4	Loan	$ 300
Field Equipment 5	Loan	$ 300
Registration & Permits	W/C	$ 750
Insurance Deposit	W/C	$ 1,166
Marketing & Website	W/C	$ 200
Inventory/Supplies	W/C	$ 200
Working Capital Reserve	W/C	$ 55,084
Total		**$ 125,000**

Monthly Operating Expenses	
Loan Payments	$ 3,487
Advertising/Marketing	$ 200
Phone/Internet	$ 300
Rent	$ -
Utilities	$ 3,424
Vehicle Lease or Payments	$ 150
Gasoline	$ 9,929
Vehicle Insurance	$ 2,250
General Liability Insurance	$ 300
Accounting Tax Preparation	$ 900
Total	**$ 20,940**

Monthly Income Statement (A)		
Revenue	$ 52,500	100.0%
COGS	$ 21,000	40.0%
Gross Profit	$ 31,500	60.0%
Operating Expenses	$ 20,940	39.9%
EBITDA	$ 10,560	20.1%

Yearly Income Statement (A)		
Revenue	$ 630,000	100.0%
COGS	$ 252,000	40.0%
Gross Profit	$ 378,000	60.0%
Operating Expenses	$ 251,281	39.9%
EBITDA	$ 126,719	20.1%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 25,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 125,000
Office equipment	$ 2,000
Field equipment	$ 65,600
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