prison entrepreneurship program

Business Plan Competition
October 30, 2026

Fit Foods

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Business Plan
October 2026

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EXECUTIVE SUMMARY – FIT FOODS

Opportunity

- Athletes needing meals
- GLP-1 users needing high protein
- Doctors needing fast healthy foods

Purpose

- Help people lose weight
- Prep fast healthy food
- Help people gain weight the right way

Solution

- Low calorie food
- High protein food
- Educating labels

Customers

- GLP-1 users
- Athletes
- Doctors

Differentiators

- Body scans
- Macro labels
- Guided food choice

Extras

- Body index scan
- Nutritionist on store
- Body index scale

Marketing

- Social media
- Word of mouth
- Public events

Start-up Costs

Owner Contribution (Cash only)	$	50,000
Equipment & W/C Loans	$	-
Total Sources	$	50,000
Office equipment	$	5,000
Field equipment	$	10,000
Start up expenses	$	30,000
Working Capital (W/C)	$	5,000
Total Uses	$	50,000

Financials

Revenue	$	228,000	100.0%
COGS	$	72,000	31.6%
Gross Profit	$	156,000	68.4%
Operating Expenses	$	58,800	25.8%
EBITDA	$	97,200	42.6%

LEADERSHIP STATEMENT

CEO:
Joe is an exceptional leader due to his background in business and sports. He is a team player that is comfortable in any position. He also has over 10 years of experience in the construction industry. His construction experience consists mainly of residential construction. He has also attended Southern Careers Institute where he studied and received a certification in HVAC. He is also an experienced in sales and marketing.

COO:
Eduardo is a highly driven individual with eight years of experience in welding and fabrication. He is committed to going above and beyond on every project. His hard work ethic and strong communication skills will make him a valuable asset to any organization.

CFO:
Alvaro is a great leader. He will tell you and teach you the right way to do things and will inform you about past mistakes he has made so that they can be avoided. He believes this is relevant for the car dealership industry because everyone needs someone honest that can lead them in the right direction.

CMO:
Joseph has great confidence in becoming a successful member of society upon release. With almost 20 years of welding experience, he is confident in finding a decent paying job within his first 24 to 48 hours of release. He will use all his resources to help accomplish his short- and long-term goals that he has set for himself.

PRODUCT/SERVICE OFFERING

At our store Fit Foods, we will offer meal preps, breakfast, lunch and dinner. We also have smoothies and pre-workout supplements including many brands that we sell on consignment. Our services will provide many people including bodybuilders and weight loss patients to achieve their specific goals or health needs. Our business name is Fit Foods and the name speaks for itself. 50% of our revenue will be from our meal preps, 20% will come from smoothie and supplement drink shakes, 15% will come from our snacks, and the remaining 15% of our revenue will come from merchandise and our consignment sales. We plan to open in the central heart of San Antonio, Texas which has high traffic volume. Our goal is to specialize in helping our customers understand what our products do and how to reach their goals with them. Our niche will be our marketing program. We have many influential people in the community to engage with our target customers. Our entry barriers will be equipment due to high costs including the cost of the license. We will be different than most because we will have a Fit Foods community. We will hire like-minded individuals with a following already established and have promo code names for the sales they send in. In the future, we plan to have counseling and entrepreneur programs that will help our customers reach their goals. We will streamline every part of the process as we go so that our customers have a great experience. By saving our customers time, we save them money. The mission for Fit Foods is to help people make healthier choices. When nutrition becomes convenient, healthier living becomes possible for everyone.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Healthy meal prepping is a ten billion dollar a year industry with it increasing every year as people using GLP-1 and peptides start watching how they eat. The meal prepping industry is diverse allowing for multiple developments to are brand in nutrition, lifestyle, and even medicinal applications. With the health industry breaking records in profits every year the possibilities are endless.

Competition:

Two indirect competitors to our company will be follow along and look with me social media influencers and do it yourself instructional media. Setbacks to this approach is the time and money invested by the customer to learn and prepare their own meals. Our direct competitors will be online and brick and mortar stores offering meal prep and delivery. At Fit Foods, we really believe in helping people. So, we plan to develop partnerships with our competitors by incorporating our meals into their systems. This will reduce cost and allow us to push our brand through their existing infrastructure.

Differentiation:

Fit Foods sets itself apart by are choices in protein like elk, bison and lamb. We also pride ourselves in customer experience. We plan to interact directly with our customers figuring out their individual needs, setting personal goals and helping them realize their potential. We will have AI send motivational texts to our customers throughout the week reinforcing our brand and helping them to push toward their individual goals and benchmarks. Our Customers will choose us for our foods but will stay for the experience. Fit Foods will be on the cutting edge of the health industry. We will offer premixed workout powders packed with protein, creatine and amino acids. All created in-house and ready made for our customers' needs.

MARKETING STRATEGY

Price:
Our pricing model will be simple. We will keep tabs on our suppliers' prices but expect to keep prices consistent by either butchering our own meat or finding contract suppliers to keep our prices consistent. Our materials like containers, labels, stickers, etc., will vary. One meal we plan on selling will be our Cheesy Chicken Buffalo Mac! This meal will cost $5-7 depending on the price of chicken. We are not looking to make cheap, affordable food.

Place:
Our business will be located in San Antonio, Texas. We will have a 25-mile radius from central San Antonio. We will have a broad reach due to the fact that we are mostly a delivery/pick-up store.

Promotion:
We will be creating fun, young, and enthusiastic content. We will have food challenges, photoshoots, brand collaborations, and have influential people involved in the community to be a part of this.
We plan to use Instagram, Facebook, and TikTok along with our brand ambassadors and influencers to market our brand and product. We plan to work with PEP executives and PEP brothers, along with local contracts, to gain access to employees or event catering.

VISION AND OBJECTIVES

Fit Foods is a believer in making the healthier choice the easier choice. When nutrition becomes convenient, healthier living becomes possible for everyone.

First Year:
Our year one will be focused on developing our recipes and fine tuning our quality control. We will focus our marketing online through social media and google. We will fulfill orders placed through our website offering delivery and drop-off services. This will keep our overhead low and help us to build recognition in our community.

Third Year:
Our year three, we will have an established brick and mortar store serving a large part of our community. We will have built a strong online presence posting new content regularly pushing our brand supplements and athletic clothing. We will also be selling our supplements and clothing in local business in fitness industry such as supplement shops and fitness gyms.

Fifth Year:
In year five being an established and recognized brand in health food and fitness industries. We will open our business to franchising locally.

Tenth Year:
In year ten with our franchise concept proven not only locally but statewide we will open franchising nationwide and start developing partnerships to bring our proportioned meals to your door nationwide.

Philanthropy:
Fit foods believe that children are the future. As a big brother to the community, we will be holding an annual toy drive and back to school supply and haircut events. We want to educate the children in being active and eating healthy teaching them to develop good eating habits and sponsoring events that will get them off their devices and outside.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 4.00	per unit
Cost of Goods Sold	=	$ 1.00	per unit
Gross Profit	=	$ 3.00	per unit
GP %	=	75.0%	

Units Sold Each Month: 1000

Monthly Revenue Model (First)		
Sales Revenue	=	$ 4,000
Cost of Goods Sold	=	$ 1,000
Gross Profit	=	$ 3,000

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 7.00	per unit
Cost of Goods Sold	=	$ 2.00	per unit
Gross Profit	=	$ 5.00	per unit
GP %	=	71.4%	

Units Sold Each Month: 1000

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 7,000
Cost of Goods Sold	=	$ 2,000
Gross Profit	=	$ 5,000

Revenue Model For One Unit (Third)			
Sales Revenue	=	$ 8.00	per unit
Cost of Goods Sold	=	$ 3.00	per unit
Gross Profit	=	$ 5.00	per unit
GP %	=	62.5%	

Units Sold Each Month: 1000

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 8,000
Cost of Goods Sold	=	$ 3,000
Gross Profit	=	$ 5,000

Revenue Models Include:

1. PB balls $4 - $1 COGS
2. Cheesy buffalo mac with chicken $7 - $2 COGS
3. Salmon and yellow rice $8 - $3 COGS

Ask:	No ask

FINANCIAL SUMMARY

Sources of Capital		
Owner Cash Contributio		$ 50,000
Loan(s)		$ -
Total		$ 50,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 5,000
Field Equipment 2	Loan	$ 10,000
Field Equipment 3	Loan	$ -
Field Equipment 4	Loan	$ -
Field Equipment 5	Loan	$ -
Registration & Permits	W/C	$ 5,000
Insurance Deposit	W/C	$ 5,000
Marketing & Website	W/C	$ 10,000
Inventory/Supplies	W/C	$ 10,000
Working Capital Reserve	W/C	$ 5,000
Total		**$ 50,000**

Monthly Operating Expenses	
Loan Payments	
Advertising/Marketing	
Phone/Internet	$ 200
Rent	
Utilities	
Vehicle Lease or Payments	$ 1,500
Gasoline	
Vehicle Insurance	
General Liability Insurance	
Accounting Tax Preparation	
Payroll	$ 3,200
Total	**$ 4,900**

Monthly Income Statement (A)		
Revenue	$ 19,000	100.0%
COGS	$ 6,000	31.6%
Gross Profit	$ 13,000	68.4%
Operating Expenses	$ 4,900	25.8%
EBITDA	$ 8,100	42.6%

Yearly Income Statement (A)		
Revenue	$ 228,000	100.0%
COGS	$ 72,000	31.6%
Gross Profit	$ 156,000	68.4%
Operating Expenses	$ 58,800	25.8%
EBITDA	$ 97,200	42.6%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 50,000
Equipment & W/C Loans	$ -
Total Sources	$ 50,000
Office equipment	$ 5,000
Field equipment	$ 10,000
Start up expenses	$ 30,000
Working Capital (W/C)	$ 5,000
Total Uses	$ 50,000