prison entrepreneurship program

Business Plan Competition
October 30, 2026

Kingdom Fencing Services

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Business Plan
October 2026

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EXECUTIVE SUMMARY – KINGDOM FENCING SERVICES

Opportunity

- Lumber cost and overall cost to install new fence
- HOA complaining about deteriorating fences lowering property values
- Restoring old wood fences vs. replacing old fences

Purpose

- Raise property values
- Save customers money by restoring fence instead of replacing fence
- Extending the life of existing fence

Solution

- Refurbish, strip, stain and seal old weathered wobbly fences and gates
- Unique one day, four-step restoration process

Customers

- Homeowners in DFW metroplex and surrounding areas
- Realtors
- Commercial and residential property management

Differentiators

- Budget friendly unique process that extends the life of customer's existing fences
- Paid referrals
- Quality craftsmanship
- Industry experience

Extras

- 20 years of carpentry experience
- Experienced business owner

Marketing

- Social media
- Customer referrals
- Google Ads

Start-up Costs

Owner Contribution (Cash only)	$	-
Equipment & W/C Loans	$	100,000
Total Sources	$	100,000
Office equipment	$	3,500
Field equipment	$	50,000
Start up expenses	$	11,500
Working Capital (W/C)	$	35,000
Total Uses	$	100,000

Financials

Revenue	$	950,400	100.0%
COGS	$	487,200	51.3%
Gross Profit	$	463,200	48.7%
Operating Expenses	$	93,600	9.8%
EBITDA	$	369,600	38.9%

LEADERSHIP STATEMENT

CEO/COO:

Jose has 20 years of experience owning and managing a small interior carpentry business. As a leader he likes to keep it organized. He is recognized for delivering a high-quality work exceeding cliental expectations. He also has trained his team to deliver quality services, which contribute to the increase of his business.

CFO:

Keith is a highly driven individual with five years of experience in the construction industry. His exceptional leadership skills consist of fairness, perseverance, judgment and perspective. He is recognized as a strong leader that can organizer group activities, encourage individuals and groups to get things done efficiently. His educational background includes two associate's degrees; one in accounting and another in construction management. Also, has certifications in OSHA-30, occupational skills in construction management, EPA Universal and nominated to the National Society of Leadership and Success. He has a can-do attitude, extensive problem solving, outstanding relationship building with contractors and customers. He has proven to be a skilled and successful role model through mentoring, hiring, training and reducing cost by working efficient.

CMO:

Stephen is a dedicated and highly motivated individual who is passionate in everything that he does. He has six years of experience as a personal trainer and is certified in strength conditioning and nutrition coaching with International Sports Science Association. He is a strong leader who has a no-quit attitude that will effectively execute a plethora of skills who will exceed expectations.

PRODUCT/SERVICE OFFERING

Kingdom Fencing Services is a fence restoration and fence installation service company that will launch in the spring of 2027 in the DFW Metroplex. We will be a customer focused, value oriented and a quality craftmanship minded family business. Our goal is to give our customers home that eyepopping curb appeal and added home value through our fence restoration services. The restoration of wood fencing will account for 90% of our total revenue. An additional 5% of our revenue will come from the construction of decks, jungle gyms and clubhouses. The remaining 5% of our revenue will be generated through the restoration of chain linked, barbed wire and pipe fencing.

Our unique one-day, four-step restoration process will restore, strip, stain and seal wooden privacy fences and their rickety off kilter gates. Our service will be a cost-effective solution to our budget conscious customers that prefer the savings experienced through restoration, over the high price of new fence installation. Our services will not only add value to our customers property, but also the eye-popping curb appeal that they are all looking for. In the future, we plan to be the one stop shop that will handle all of your fencing and outdoor backyard needs. We will focus our advertising efforts towards residential homeowners which will include signage with QR codes, vehicle wraps and a website that will include before and after photos.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The fencing industry is a $9.5 billion per year industry in the United States. The average cost to replace a wooden privacy fence is $9,000 to $15,000. There are over 3 million residential homes is the DFW metroplex, and 70% of these homes have a wooden privacy fence. That number is growing along with the strong economic growth in North Texas. All of these factors make affording a new privacy fence daunting. This creates a market opportunity for our company in fence restoration. We offer budget-friendly restoration instead of budget-busting, wood wasting new fence installation.

Competition:

Our competitors in the market are limited to a couple of small companies who do not have a specialized process, marketing strategy, brand awareness or competitive advantage. Kingdom Fencing Services will focus our efforts on middle- and upper-class residential homeowners looking to extend the life of their fence while having security, added home value and eye-popping curb appeal with a warranty. All of this at 25% of the cost of new fence installation.

Differentiation:

Our unique one day, four step process is our largest difference. Our five core values, mission statement and vision are a synergy that will set us apart from our competition in a way that our customers will easily recognize and value.

MARKETING STRATEGY

Price:
Our unique one day, four-step restoration process will cost between $10-$15 per linear foot. This will depend on the height and detail of the fence. We will also have a general wear and tear package and storm damage package, HOA rescue package and price list. We will have a market presence and make-ready package for renters, turn-key investors and commercial management companies.

Place:
We will be servicing the entire DFW metroplex and surrounding areas. However, our main target customers and demographic will be Dallas County, Collin County and Denton County for the first 12-18 months.

Promotion:
We plan to utilize virtually free and mixed model promotions to develop strategic relationships with realtors, HOAs, turnkey investors, commercial management companies and similar pro-services companies. We will utilize Facebook, TikTok, X, YouTube and our company website to post before and after project pictures and videos. We will also have a strong presence on sites like Angie's List, Task Rabbit, Thumbtack and Google LSA. We will also use flyers, yard signs and vehicle wraps.

VISION AND OBJECTIVES

At Kingdom Fencing Services, our vison is to become the #1 fencing company in North Texas. We believe that our core business values coupled with our innovation will give us a competitive advantage.

First Year:
Our year one, phase one will be focused on building brand awareness, growing strategic business relationships and developing a strong sales model. We will also fine tune our unique one day, four step restoration process.

Third Year:
Our year three, phase two will be about expansion and partnerships. Our goal is to staff six full time restoration teams using alumni from the Prison Entrepreneurship Program. Two new install teams and four repair teams that will focus on general and storm damage, as well as our specialized HOA rescue service.

Fifth Year:
Our year five, phase three objective is to have our brand poised above all DFW fencing companies in customer ratings and satisfaction. We will be opening satellite offices statewide in strategic markets with add-on services. These services will include restoration, repair, installation of pipe, barbed wire, cyclone fencing for ranchers, as well as farms and game hunting properties.

Philanthropy:
Kingdom Fencing Services is a Christ-centered company staffed and operated by servant-leaders, kingdom men and kingdom men in training. We will have an active ministry at rehabs, shelters, county jails and Texas prisons. We will plan on operating a discipleship program from our own transitional house. We also plan to deploy a street team that will actively minister in the streets of the Dallas-Fort Worth area.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)				Units Sold Each Month	Monthly Revenue Model (First)		
Sales Revenue	=	$ 2,700.00	per unit		Sales Revenue	=	$ 21,600
Cost of Goods Sold	=	$ 1,450.00	per unit	8	Cost of Goods Sold	=	$ 11,600
Gross Profit	=	$ 1,250.00	per unit		Gross Profit	=	$ 10,000
GP %	=	46.3%					

Revenue Model For One Unit (Second)					Monthly Revenue Model (Second)		
Sales Revenue	=	$ 2,700.00	per unit		Sales Revenue	=	$ 21,600
Cost of Goods Sold	=	$ 1,450.00	per unit	8	Cost of Goods Sold	=	$ 11,600
Gross Profit	=	$ 1,250.00	per unit		Gross Profit	=	$ 10,000
GP %	=	46.3%					

Revenue Model For One Unit (Third)					Monthly Revenue Model (Third)		
Sales Revenue	=	$ 3,000.00	per unit		Sales Revenue	=	$ 36,000
Cost of Goods Sold	=	$ 1,450.00	per unit	12	Cost of Goods Sold	=	$ 17,400
Gross Profit	=	$ 1,550.00	per unit		Gross Profit	=	$ 18,600
GP %	=	51.7%					

Revenue Models Include:
1. One day four step restoration process (crew 1)
2. One day four step restoration process (crew 2)
3. HOA Rescue service

Ask:	100k at 15% interest in a 5-year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ -
Loan(s)		$ 100,000
Total		$ 100,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 3,500
Field Equipment 2	Loan	$ 5,000
Field Equipment 3	Loan	$ 5,000
Field Equipment 4	Loan	$ 15,000
Field Equipment 5	Loan	$ 25,000
Registration & Permits	W/C	$ 500
Insurance Deposit	W/C	$ 7,000
Marketing & Website	W/C	$ 2,000
Inventory/Supplies	W/C	$ 2,000
Working Capital Reserve	W/C	$ 35,000
Total		**$ 100,000**

Monthly Operating Expenses (overhead)	
Loan Payments	$ 2,500
Advertising/Marketing	$ 1,000
Phone/Internet	$ 200
Rent	$ 1,000
Utilities	$ 250
Vehicle Lease or Payments	$ 1,000
Gasoline	$ 600
Vehicle Insurance	$ 500
General Liability Insurance	$ 500
Accounting Tax Preparation	$ 250
Total	**$ 7,800**

Monthly Income Statement (A)		
Revenue	$ 30,600	100.0%
COGS	$ 15,950	52.1%
Gross Profit	$ 14,650	47.9%
Operating Expenses	$ 7,800	25.5%
EBITDA	$ 6,850	22.4%

Yearly Income Statement (A)		
Revenue	$ 367,200	100.0%
COGS	$ 191,400	52.1%
Gross Profit	$ 175,800	47.9%
Operating Expenses	$ 93,600	25.5%
EBITDA	$ 82,200	22.4%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ -
Equipment & W/C Loans	$ 100,000
Total Sources	$ 100,000
Office equipment	$ 3,500
Field equipment	$ 50,000
Start up expenses	$ 11,500
Working Capital (W/C)	$ 35,000
Total Uses	$ 100,000