prison entrepreneurship program

Business Plan Competition
October 30, 2026

RG III's Pristine Service

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

RG III's Pristine Service

Business Plan
October 2026

Owner & Founder

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EXECUTIVE SUMMARY – RG III'S PRISTINE SERVICE

Opportunity

- Mobile detailing of vehicles, boats and aircraft
- Gap exists in local area of Lubbock, Texas with assets increasing

Purpose

- We will get our licenses and permits to obtain contracts with the government and airports
- This will provide work for others and ourselves

Solution

- We will solve the problem by making my own bootstrap marketing
- Using eco-friendly and biodegradable products
- Showing the benefits for the planet

Customers

- Our target is medium to high-end clients
- Marinas
- Government

Differentiators

- Using eco-friendly and biodegradable products
- Having an app for customer service and a direct phone line to the owner
- Driving to customers anywhere the service is needed

Extras

- Seven years of experience
- Great social skills

Marketing

- Bootstrap marketing
- Word of mouth
- TikTok and Instagram

Start-up Costs

Owner Contribution (Cash only)	$	33,000
Equipment & W/C Loans	$	100,000
Total Sources	$	133,000
Office equipment	$	3,000
Field equipment	$	45,000
Start up expenses	$	40,000
Working Capital (W/C)	$	45,000
Total Uses	$	133,000

Financials

Revenue	$	2,021,780	100.0%
COGS	$	410,953	20.3%
Gross Profit	$	1,610,827	79.7%
Operating expenses	$	126,600	6.3%
EBITDA	$	1,484,227	73.4%

LEADERSHIP STATEMENT

CEO/COO/CFO:

Raymundo is a passionate person with positive, reinforced communication skills that reflect his actions, not just his words. Love and accountability are some of the traits he possesses. From working on wind turbines to cooking for 20 plus years, he can and will achieve the task at hand with help from his team as well as giving back. His experience in electrical, boiler technology and college vocations in horticulture and entrepreneurship, there is nothing he cannot do.

CMO:

Christian possesses the ability and capacity to perform, oversee and execute various types of high-level operations. He is an optimistic person who is well rounded and has great problem-solving skills. His coordination and dispatching experience as an operations manager enables him to communicate efficiently. He is an individual who is punctual and has great customer service skills. He has eight years of experience in the oil and gas industry. He demonstrates excellent leadership and is easy to work with. He is certified in PEC Safelan, H2S, confined space, and rescue. Christian's experience and credentials make him fit perfectly in a leadership position while possessing the full capability to achieve and deliver.

PRODUCT/SERVICE OFFERING

RG III's Pristine Service is a Christian-based, family-friendly company. We will offer a genuine, professional and caring experience when detailing your vehicles, boats, RVs and aircrafts. We project 70% of our revenue will be from our mobile detailing service, and the remaining 30% revenue from detailing at our shop location. We care about our image and how it reflects in the work provided to our clients by detailing their vehicles. We plan to open our first shop spring break of 2029 in Lubbock, Texas, the home of Texas Tech University.

We care for our planet, so using eco-friendly bio-degradable chemicals to clean our client's assets is a big deal. We use the highest quality plant-based ingredients like citrus, soy, etc., to leave eye popping finished exteriors, appealing smells, and sharp-looking interiors. We follow all the city and state environmental guidelines. We have containment systems, mobile vender permits, and comply with FAA's compliance as well as A&P oversight sign-off requirements. We are registered as an approved vendor with the fixed-based operator (FBO), and will be registered with the Texas Secretary of State. Our shops will be family-friendly, highly standardized, polished, and include showrooms to be used while customers are waiting. We will have a multi-bay facility to get the job done in a timely and efficient manner.

We will be giving 10% of our revenue to the community for high-risk children and single mothers. We will demonstrate unity in the community to promote services while expanding to West Texas cities. Our services will be shut down Saturday and Sunday afternoons to be with family and friends in order to promote positive relationships with our loved ones and God. We will offer employees ownership opportunities through stock options and franchise locations. We will show our quality work through our multimedia marketing campaign.

MARKET, COMPETITION, DIFFERENTIATION

Market:

Our industry is detailing vehicles, boats and aircraft. As of January 2014, the United States Census Bureau published that the carwash industry has $5.8 billion in annual sales. We predict that this will grow as there are more vehicles, boats and aircraft produced.

Competition:

We have two direct competitors in the Lubbock area, which are The Clean Guys Mobile Detailing Services and Mr. H2O Mobile Wash and Detail. Mr. Badgers Mobile Detailing and Abe's Mobile Wash and Detail are two of our indirect competitors.

Differentiation:

The company is different because we use bio-degradable chemicals to help preserve our planet. We will also offer an app for service scheduling. We will give 10% of our profits back to the community in various ways.

MARKETING STRATEGY

Price:
The price for a basic car wash starts at $243.18. We will profit $137.31 on each clean.
The price for a premium RV/boat detail starts at $30 per foot on an average 40-foot vehicle we anticipate $1,200 per job. We will profit $800 on each detail. The price for an airplane detail starts at $12,000 on each detail. We will profit $10,000 per detail.
Place:
Our business will be located in Lubbock, Texas.
Promotion:
We offer free Mother's Day washes for the first 100 customers. We will also promote ourselves by helping others in need by hosting back-to-school giveaways. We will also use TikTok and Instagram to show others our vision.

VISION AND OBJECTIVES

RG III's Pristine Service wishes to offer our hybrid detailing services to our customers through our mobile app, or by simply calling us and setting up an appointment. Whether our customers come to us or we come to them, we guarantee that our service is incomparable to any other detailing experience. We plan to use eco-friendly, bio-degradable chemicals which will help us make the world cleaner one detail at a time.
First Year:
In our first year, we plan to begin with a small shop, one company vehicle, and one employee. During this time, we will also be working on building our clientele to generate more revenue.
Third Year:
We project that we will expand sales by 20% enabling us to acquire two more vehicles and trailers. Our increase in sales will also allow us to move into a bigger shop with three bays and have six employees.
Fifth Year:
In our fifth year, we will have made a name for ourselves in the industry. We also project to open up another location in Amarillo, Texas due to our continuous stream of income.
Tenth Year:
By this time, we will have solidified our name in the industry by expanding to all major Texas cities.
Philanthropy:
We plan to make charitable contributions to organizations that provide help to at-risk youth and single mothers. We also plan to host fundraisers by having 5k runs at our local parks and giving our employees paid time off to help with the company fundraisers. Lastly, we plan to work with the United States Department of Agriculture to push for a greener earth.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 243.18	per unit
Cost of Goods Sold	=	$ 55.87	per unit
Gross Profit	=	$ 187.31	per unit
		77.0%	GP %

Units Sold Each Month: 76

Monthly Revenue Model (First)		
Sales Revenue	=	$ 18,482
Cost of Goods Sold	=	$ 4,246
Gross Profit	=	$ 14,236

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 1,200.00	per unit
Cost of Goods Sold	=	$ 400.00	per unit
Gross Profit	=	$ 800.00	per unit
		66.7%	GP %

Units Sold Each Month: 25

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 30,000
Cost of Goods Sold	=	$ 10,000
Gross Profit	=	$ 20,000

Revenue Model For One Unit (Third)			
Sales Revenue	=	$ 12,000.00	per unit
Cost of Goods Sold	=	$ 2,000.00	per unit
Gross Profit	=	$ 10,000.00	per unit
		83.3%	GP %

Units Sold Each Month: 10

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 120,000
Cost of Goods Sold	=	$ 20,000
Gross Profit	=	$ 100,000

Revenue Models Include:

1. Auto Detail (full reset/deep clean) - direct labor and chemicals
2. Premiuim RV/boat detail by linear foot ($30 per ft * 40ft) - direct labor and chemicals
3. Airplane Detail (large plane interior and exterior) - direct labor and chemicals

Ask:	We are asking for a $100,000 loan for 5 years at 12% interest.

START-UP COSTS

Sources of Capital		
Owner cash contribution		$ 33,000
Loan(s)		$ 100,000
Total		**$ 133,000**

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ 3,000
Field equipment 2	Loan	$ 35,000
Field equipment 3	Loan	$ 6,000
Field equipment 4	Loan	$ 4,000
Field equipment 5	Loan	
Registration and permits	W/C	$ 4,000
Insurance deposit	W/C	$ 6,000
Marketing & Website	W/C	$ 8,000
Inventory/supplies	W/C	$ 22,000
Working capital reserve	W/C	$ 45,000
Total		**$ 133,000**

Monthly Operating Expenses	
Loan Payments	$ 2,500
Advertising/ Marketing	$ 250
Phone/Internet	$ 200
Rent	$ 2,500
Utilities	$ 500
Vehicle Lease or Payments	$ 1,000
Gasoline	$ 600
Vehicle Insurance	$ 700
General Liability Insurance	$ 2,000
Accounting Tax Preparation	$ 300
	$ -
Total	**$ 10,550**

Monthly Income Statement (A)		
Revenue	$ 168,482	100.0%
COGS	$ 34,246	20.3%
Gross Profit	$ 134,236	79.7%
Operating expenses	$ 10,550	6.3%
EBITDA	$ 123,686	73.4%

Yearly Income Statement (A)

Revenue	$ 2,021,780	100.0%
COGS	$ 410,953	20.3%
Gross Profit	$ 1,610,827	79.7%
Operating expenses	$ 126,600	6.3%
EBITDA	$ 1,484,227	73.4%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 33,000
Equipment & W/C Loans	$ 100,000
Total Sources	$ 133,000
Office equipment	$ 3,000
Field equipment	$ 45,000
Start up expenses	$ 40,000
Working Capital (W/C)	$ 45,000
Total Uses	$ 133,000