

prison
entrepreneurship
program

Business Plan Competition
October 2, 2026

Kenny, Brian, Brandon, Antonio
4 Son Auto Rx

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4 Son Auto Rx



Business Plan
October 2, 2026



Kenny
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																												
• Crowded repair shop • Extensive wait for simple repairs • Setting appointments and still being late for your errands. • Car broken down on side of highway with no shop to do repairs that day.	• To provide dealership quality service on the go and when and where we are needed.	• Dealing with 1 customer on their time schedule • On call 24 hours • Mobile repair services • Road side assistance																												
Customers	Differentiators	Extras																												
• Everyone with a demanding job • Standard motorist • Families on a time schedule • Business with fleet vehicles	• Committed to the fix not the money • Mechanics / technicians with real world experience • Time motivated not motivated by time	• Rewards linked with services • Customer referral rewards																												
Marketing	Start-up Costs	Financials & Extras																												
• SEO targeted on social media • Word of mouth ad business cards	<table><tr><td>Owner investment - cash</td><td>\$ 100,000</td></tr><tr><td>Owner investment - equipment</td><td>-</td></tr><tr><td>Vehicle and/or equipment loan</td><td>-</td></tr><tr><td>Start up financing</td><td>-</td></tr><tr><td>Total, start up costs:</td><td><u>\$ 100,000</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 100,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total, start up costs:	<u>\$ 100,000</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 354,200</td></tr><tr><td>COGS</td><td>-</td></tr><tr><td>Gross profit</td><td>354,200</td></tr><tr><td>Overhead</td><td>239,800</td></tr><tr><td>Pretax income</td><td>114,300</td></tr><tr><td>Tax expense</td><td>28,500</td></tr><tr><td>Owner withdrawals</td><td>-</td></tr><tr><td>Net income</td><td><u>\$ 85,700</u></td></tr></table>	Sales	\$ 354,200	COGS	-	Gross profit	354,200	Overhead	239,800	Pretax income	114,300	Tax expense	28,500	Owner withdrawals	-	Net income	<u>\$ 85,700</u>
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TEAM LEADERSHIP STATEMENT

Business Name: 4 Sons Auto Rx

CEO:

Kenny brings Management, Excellence in customer service and problem-solving skills to the table and has 15 years in the Auto Repair and service industry. He also specializes in Diagnostic, and engine building.

COO:

Brian brings product management, scrum and 17 skills to the table and has 5 years' experience in the business Technology industry. He also specializes in innovation and pioneering a culture of hard work.

CFO:

Brandon brings concrete finishing skills to the table and has 7 years I the masonry industry. He also specializes in execution and the ability to finish any job despite adversity. He is also a skilled mathematician and great with numbers.

CMO:

Anthony brings equipment operator, forklift and transportation skills to the table. He has 10 years in logistics and warehousing. He is also skilled in communication, team working and observation.

PRODUCT/SERVICE OFFERING

I was born in 1986 in Louisiana to my mother and father who were never married just in love. At that time was the third child, and the only boy. Its now seven of us four boys and three girls. My mom raised me until I was 6 and then I moved to Dallas with my dad. Life was pretty good when it was just him and me, I did great in school. I tried working when I was like 15 at Kroger but that didn't work out because of school and sports.

I started getting into trouble when I was 13 years old as reactions to the lady my dad was dating. I didn't feel seen or heard anymore. So, I felt the best way to set it was by acting out. I was kicked out of school at the age of 13 and 14 for having weed at school and bullying. At the time I wasn't thinking it would be considered bullying but they said it was bullying. My dad eventually got it and they split up not long after that. However, we still had to deal with her because they ended up having a child (my baby brother). I'm currently serving a 2-year sentence for family violence. I hold onto the fact that was defending myself until the day I die. Did I overreact possibly, but because of a guilty conscience? I took a plea after 2 years of fighting.

Since being incarcerated, I made steps into changing the person that I am. Tired of the same results and lack of maturity, I become more emotionally aware and healthy. I read books and still am reading book off Pando. One of my favorites would have to be emotionally healthy spiritually. It opened up a wide range how its okay to feel not just held it in. Of course, end most important. I've gained a closer relationship with GOD, I come to a place of leaning and trusting on him and his will. However, like only child I still push back every now and again.

I've always been family oriented and I made a promise to myself that I would mend relations with all my kid's mom and so much for them but for the betterment of our kids. I can't say that I won't smoke marijuana anymore because it never caused me any problems in life, if anything it helped get though a lot of hard times. I still have a long way to go on the short journey called life but I'm just living it one day at a time.

MARKET/INDUSTRY

4 Son's Auto RX is part of a fast paced and fast-growing industry. The Auto repair industry is a 55-million-dollar industry in just Dallas county alone and it's ever growing. The population is growing daily which means that more people and more cars are being added to the demographic rapidly. Our business will be conducted outside at customer's locations and in our shop.

COMPETITION

In the area of Dallas that I'll be looking to set up our physical location has 20-25 shops. Those shops have a stable customer base but have become out of date in the service of customers. We also will be using our mobile services to reach customers in Highland park which is upper class area roughly 5 minutes from where the shop will be. They have no shops in their community and have to travel to shops for service.

DIFFERENTIATION

Entering an area with so many established shops. We'll set our service apart through not only being a shop with mobile technicians but also, dealership certifications. Being a dealership certified shop or authorized repair shop we'll be able to perform any repair on vehicles and customers warranties will still be active. We will also be one of few if any other shop that will also offer certified sources on electric vehicles.

MARKETING STRATEGY

PRICE:

4 Son's Auto Rx will use a competitive pricing strategy enabling us to offer quality repairs at a fair price to our customers. We will be able to undercut other repair shops pricing by being mobile and having a physical location outside our target region and paying a lower rent than other shops in the area.

PLACE:

4 Son's Auto Rx will have an initial location in North Dallas. We will be located approximately 5 miles outside of our 20-mile demographics, giving us the ability to have an opportunity of affordable rent. Also giving us a central location to expand our services.

PROMOTION:

Our promotion strategy will include but not be limited to word of mouth through our networking channels. We will also talk with potential customers in our geographic region. Our main form of promotion will be online through paid ads and social media, but we are considering a billboard and talking to our sales reps at places like Auto Zone, Orioley's Auto and other parts stores to recommend to DIY customers.

VISION AND OBJECTIVES

Two Months Before Starting

- Secure Location
- Create social media sites
- Have one van wrapped and lettered
- File DBA
- Talk to customer in targeted area

First Two Months After Starting

- Build and maintain relationships with officers
- Deploy second van
- Boost number of targeted ads

First Year

- Each van is self-sufficient
- Break-even by month 6.5
- Start having tech trained on EVs

Second Year

- Deploy 2 more vans
- Expand service area
- Brick and mortar of at least 3,000 sq. ft

Fifth Year

- Be a certified EV service center
- Physical location expansion 10,000 sq. ft

Tenth Year

- Vehicle restoration shop
- Become a franchise throughout Texas, Oklahoma, and other surrounding states.

Philanthropy

We will start a community outreach program for gun violence awareness. We will also focus on producing free service for teachers in lower income areas.

Community Impact

We will continuously expand our knowledge in electric vehicles to provide affordable maintenance and parts replacement. By doing so we will be able to help usher our communities into new era and going green.

Owner's name	Kenny
Company name	4 Son's Auto RX
NAICS Business Classification	
Sector (general classification)	48_49_Transportation_and_Warehousing
Sub-sector (more specific classification)	485: Transit and Ground Passenger Transportation

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	5,500		
cell phone purchase	300		
car/truck down payment, if leased			
permits	1,350		
supplies, office & misc.	200		
Mobile Hotspots	200		
Tracking	200		
Insurance Deposit	1,000		
Cash needed for start-up expenses	8,750		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	44,000		44,000
company trailer			
computer, printer, fax	2,000		2,000
Hard Tools/Equipment	25,000		25,000
Initial Parts/Fluid Inventory	13,150		13,150
Storage Tanks	1,000		1,000
building/office deposit	3,000	N/A	N/A
beginning cash balance	3,100	N/A	N/A
Cash needed for start-up assets	91,250	-	85,150
			60 assumed life (months)
			1,419 monthly depreciation
Total start up cost	100,000		

Assumption 5 - Total Sources

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

FINANCIALS STATEMENT (PRO FORMA)

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EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3			
Product name	Brakes and Rotors				Suspension				A/C Service			
Product description												
Price per unit	480.00 100%				300.00 100%				400.00 100%			
Cost of <u>one</u> 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				0%				0%				0%
cost 2 description				0%				0%				0%
cost 3 description				0%				0%				0%
cost 4 description				0%				0%				0%
Total variable costs			-	0%			-	0%			-	0%
Gross profit per unit - what you see on income statement			480.00	100%			300.00	100%			400.00	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
Brakes and Rotors sold		40	40	40	40	40	40	40	40	40	40	40
Suspension sold		10	10	10	10	10	10	10	10	10	10	10
A/C Service sold		25	25	25	25	25	25	25	25	25	25	25
total revenue		\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200	\$ 32,200

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
Equipment financing, see Start-up Costs sheet	amortization schedule										
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet											
Amount borrowed	\$ -	principal, beginning	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-
Payback period (# of months)		principal payment	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		principal, ending	-	-	-	-	-	-	-	-	-
Monthly payment	\$ -										

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
# 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	200	200	200	200	200	200	200	200	200	200	200
average per hour wage	19.12	19.12	19.12	19.12	19.12	19.12	19.12	19.12	19.12	19.12	19.12
salary expense, excluduing payroll taxes	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472

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
Fluids, Oil, Transmission, Brake Clean, Coolant	950	950	950	950	950	950	950	950	950	950	950

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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
Revenue	2														
Brakes and Rotors	6	-	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	19,200	211,200	60%
Suspension	6	-	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	33,000	9%
A/C Service	6	-	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	110,000	31%
Total revenue		-	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	354,200	100%
Cost of Goods Sold	2														
Brakes and Rotors	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Suspension	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
A/C Service	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	32,200	354,200	100%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	1,435	1,451	1,467	1,483	1,498	1,514	1,530	1,546	1,562	1,578	1,593	16,656	5%
Gasoline & fuels	-	-	550	550	550	550	550	550	550	550	550	550	550	6,050	2%
Insurance - bonding	-	-												-	0%
Insurance - vehicle	-	-	625	625	625	625	625	625	625	625	625	625	625	6,875	2%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	5,500	-	300	300	300	300	300	300	300	300	300	300	300	8,800	2%
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	5%
Office - insurance	-	-	200	200	200	200	200	200	200	200	200	200	200	2,200	1%
Office - telephone	-	-												-	0%
Office - utilities	-	-	150	150	150	150	150	150	150	150	150	150	150	1,650	0%
Payroll - not owner and not in COGS	8	-	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	11,472	126,192	36%
Payroll taxes (9%)	6 & 8	-	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	1,032	11,357	3%
Permits	1,350	-												1,350	0%
Supplies	200	-	200	200	200	200	200	200	200	200	200	200	200	2,400	1%
Tax service	-	-												-	0%
Telephone - cellular	300	-	300	300	300	300	300	300	300	300	300	300	300	3,600	1%
Start-up expenses	1,400	-	-	-	-	-	-	-	-	-	-	-	-	1,400	0%
Booking App	-	-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Parking/Tolls	-	-	270	270	270	270	270	270	270	270	270	270	270	2,970	1%
Investor Repayment	-	-											31,250	31,250	9%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		8,750	18,084	18,100	18,116	18,132	18,148	18,164	18,179	18,195	18,211	18,227	49,493	239,800	68%
Taxable profit (loss)	1	(8,750)	14,116	14,100	14,084	14,068	14,052	14,036	14,021	14,005	13,989	13,973	(17,293)	114,400	32%
Tax (expense) benefit	1			(4,866)			(10,551)			(10,515)			(2,667)	(28,600)	-8%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(8,750)	14,116	9,233	14,084	14,068	3,501	14,036	14,021	3,489	13,989	13,973	(19,960)	85,800	24%
Depreciation	3	-	1,435	1,451	1,467	1,483	1,498	1,514	1,530	1,546	1,562	1,578	1,593	16,656	
Equipment purchases	3	(88,150)	(950)	(950)	(950)	(950)	(950)	(950)	(950)	(950)	(950)	(950)	(950)	(98,600)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	100,000	-	-	-	-	-	-	-	-	-	-	-	100,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		3,100	14,601	9,734	14,601	14,601	4,050	14,601	14,601	4,085	14,601	14,601	(19,317)	103,856	
Cash, period start	-	-	3,100	17,701	27,435	42,035	56,636	60,685	75,286	89,886	93,971	108,572	123,172	-	
Cash, period end	-	3,100	17,701	27,435	42,035	56,636	60,685	75,286	89,886	93,971	108,572	123,172	103,856	103,856	

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