

prison
entrepreneurship
program

**Business Plan Competition
October 2, 2026**

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Kless Best

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Kless Best

Business Plan
October 2, 2026

Shawn
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
• Home repair needs, rebuilding, remodeling • Flaking and old paint • Wood rot, siding, trim replacement • Assembly and installation • Minor plumbing and minor electrical	• To restore damaged and out of style homes to new again.	• Estimates and jobs assessment • Proper tools, skills and craftsmanship • Gathering of proper material and supplies • Job execution – demo and prep, finish work and clean																																				
Customers	Differentiators	Extras																																				
• Almost and home owner • Small businesses • Churches and non-profits	• My smile and friendliness • Caring about what the client really wants. • Pride and passion in the work I do • Guarantees to the quality of my repairs and builds	• I have contacts with local foundations companies’ clients’ needs repair after the foundation being repaired. Also have previous clients and retiring customers from previous renovation																																				
Marketing	Start-up Costs	Financials & Extras																																				
• I prefer to use next-door and customer referrals to remain local within my city radios, I also have business cards and new returning customers discount	<table><tr><td>Owner investment - cash</td><td>\$ 29,250</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>\$ 29,250</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 29,250	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 29,250</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 127,300</td><td>100%</td></tr><tr><td>COGS</td><td>-</td><td>0%</td></tr><tr><td>Gross profit</td><td>127,300</td><td>100%</td></tr><tr><td>Overhead</td><td>93,600</td><td>74%</td></tr><tr><td>Pretax income</td><td>33,600</td><td>26%</td></tr><tr><td>Tax expense</td><td>8,400</td><td>7%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 25,200</td><td>20%</td></tr></table>	Sales	\$ 127,300	100%	COGS	-	0%	Gross profit	127,300	100%	Overhead	93,600	74%	Pretax income	33,600	26%	Tax expense	8,400	7%	Owner withdrawals	-	0%	Net income	\$ 25,200	20%
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TEAM LEADERSHIP STATEMENT

Business Name: KLESS' BEST

CEO:

Shawn brings Craftsmanship, Leadership, and Team building to the table. With over 20 years in the skilled trades and 5 years of being self-employed. He specializes in Fabrication, finishing, assembly and quality control.

COO:

Joshua brings 30 years' experience as an Electrician. With 25 years' experience as a Regional Manager, Superintendent, Forman. Built countless refineries from the ground up. VFD, meristematic, blueprints.

CFO:

David brings team building, logistics and office management to the table with over 15 years' experience in the transportation industry. He also specializes in training, hazardous materials and safety.

CMO:

Marwan brings persuasive mastery to the companies with 8 years of experience in the transportation industry, also an extensive background in sales and warehousing.

PRODUCT/SERVICE OFFERING

Kless Best provides a variety of services in regards to home repairs and renovation. We service residential home owners, renters, and small business establishments. Some of our main services offered but aren't limited includes, painting and skinning, siding and trim, flooring and tile, fence and decking repair, assembly and installation, and even welding. These services contribute about 85% of our total revenues, the other 15% comes from miscellaneous repairs.

We provide a variety of options to our clients in regards to their repairs and renovation needs and preferences. We always provide the best of the best quality in regards to craftsmanship, as for materials and supplies, though we give the client a variety of options in the quality of materials and supplies. Some clients just want something fixed for the lowest price as possible and some clients want name brand and the highest quality of products and are willing to pay that premium price.

We provide options to supply the entire market with the value and competitive pricing. Kless Best provides exceptional quality and service to anyone in the need of repairs or remodels. We treat everyone with respect and love. To us our clients are our family and we show it through our relationships that we've built. In the future we plan to expand to another major city and are and ultimately serve more with the gifts we've been blessed to provide.

MARKET/INDUSTRY

MARKET

KLESS'BEST is based in Garland, TX. Which is a centralize city in the county of Dallas. Garland and the surrounding cities are a variety of low-high income home owners and small business establishments that are always in the need of miscellaneous repairs and remodeling up & Os' to their homes. I will even work with the 2 foundation repair companies in the area to fill this nice of repairs after a home foundation is repaired, these companies don't provide this service.

COMPETITION

Our competition is going to be Baker Brothers on time experts, and smaller business providing the same services' as well as DIY's.

DIFFERENTIATION

What set us apart is going to be our customer service including our personal employees who treat all our clients like family. We lead love of others and passion for what we do. We offer competitive pricing, meaning we will have a better price for you and your pockets. We also offer options for certain jobs that will give the clients the choice to pay for premium materials or less of premium materials, for jobs they may not care to much about and just need done, saving them money. We provide returning clients with discounts, bundling of jobs discounts as well ag referral gifts. Our quality of craftsmanship is always to the feel confident in our business knowing that we are trustworthy, honest, dependable, friendly, caring, outgoing, and most importantly build on a firm foundation with god!

MARKETING STRATEGY

PRICE:

My pricing will be competitive with my competition. It will be priced lower than the competitors without any decline of the utmost quality and craftsmanship. We will also provide value pricing for certain jobs that will give the clients options on the quality of materials being used to help save them money if they prefer lower cost over superior quality. Craftsmanship is always of the highest standard.

PLACE:

I will utilize a small establishment with an office, shop, and yard to provide a safe for the truck, trailer, and tools to be stored, and a shop to perform some services for certain jobs. It will have a logo and sign outside. And we will connect with the community within a 20 miles radius from our home base.

PROMOTION:

Our promotion will consist of utilizing Next Door, local churches, local realtors, and even local foundation repair companies, as well as the word of mouth referrals from our satisfied and returning clients.

VISION AND OBJECTIVES

Two Months Before Starting

- Create LLC.
- Bonded/Insured.
- Hire a skilled laborer.
- Complete a few different jobs/renovations for family and friends for portfolio.
- Have log made for truck and invoices as well as business cards to start promoting in our target area.

First Two Months After Starting

- Jobs being completed 1-2 times a week/steady projects schedule.
- Start promoting via online.
- Start looking and hiring 1-2 more helpers.

First Year

- Have a solid crew of 1 skilled craftsman with 2 skilled laborers.
- Have a high yield savings account with 6 months working capital.
- Purchase second truck for crew, starting focusing on getting more jobs and less labor work.

Second Year

- Update business plan.
- Review previous year.
- Purchase/lease small office with a warehouse and yard.

Fifth Year

- Expand to another major city/county. Total of two locations.
- Have 2 crews and 2 trucks/trailer for each location.
- Have an apprentice training program to maintain quality when expanding.

Tenth Year

- Hire and operations/sales manager 1 for each location.
- Expand to a 3rd major city/county totaling 2 crews for each location.

Philanthropy

I plan to have a yearly raffle within my customer base to a free renovation for their choice up to \$3500.00. Each year after year 5 we will donate 10% of profits to an organization that helps victims of abuse.

Community Impact

We intend to continually be a positive company within our communities, always providing affordable and quality repairs and renovations, as well as offering help and showing up to emergency disaster response areas.

START-UP COST

Owner's name	Shawn
Company name	Kless' Best
NAICS Business Classification	
Sector (general classification)	23 Construction
Sub-sector (more specific classification)	238: Specialty Trade Contractors

Start-up Costs

Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1		
marketing, business cards, fliers	1,500		
cell phone purchase	100		
car/truck down payment, if leased			
permits	1,000		
supplies, office & misc.	150		
Liability Insurance Deposit	2,000		
Cash needed for start-up expenses	4,750		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	15,000		15,000
company trailer	3,000		
computer, printer, fax	1,000		1,000
Power Tools	4,000		4,000
Hard Tools	1,500		1,500
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	24,500	-	21,500
			60 assumed life (months)
			358 monthly depreciation
Total start up cost	29,250		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	29,250	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	29,250	100%

FINANCIALS STATEMENT (PRO FORMA)

Assumption 6 - Revenue Model (Economics of One Unit)

	Product 1				Product 2				Product 3				
Product name	Painting				Installation/Assembly				Trim/Siding				
Product description													
Price per unit	2,700.00 100%				100.00 100%				825.00 100%				
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			2,700.00	100%		100.00	100%			825.00	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	Total Year
Painting sold		3	3	3	3	3	3	3	3	3	3	3	33
Installation/Assembly sold		10	10	10	10	10	10	10	10	10	10	10	110
Trim/Siding sold		3	3	3	3	3	3	3	3	3	3	3	33
total revenue		\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 127,325
total cost of sales		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
total income statement gross profit (excludes owner labor)		\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 11,575	\$ 127,325

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	Total Year
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	Total Year
# of employees	2	2	2	2	2	2	2	2	2	2	2	
avg hours each employee(s) worked per month, not in EOU above	160	160	160	160	160	160	160	160	160	160	160	
average per hour wage	21.50	21.50	21.50	21.50	21.50	21.50	21.50	21.50	21.50	21.50	21.50	
salary expense, excluduig payroll taxes	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	75,680

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	Total Year

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														
Painting	6	-	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	8,100	89,100	70%
Installation/Assembly	6	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	9%
Trim/Siding	6	-	2,475	2,475	2,475	2,475	2,475	2,475	2,475	2,475	2,475	2,475	2,475	27,225	21%
Total revenue		-	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	127,325	100%
Cost of Goods Sold	2														
Painting	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Installation/Assembly	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Trim/Siding	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	11,575	127,325	100%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	358	358	358	358	358	358	358	358	358	358	358	3,942	3%
Gasoline & fuels	-	-	400											400	0%
Insurance - bonding	-	-	250											250	0%
Insurance - vehicle	-	-	150											150	0%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	1,500	-	350											1,850	1%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	6,880	75,680	59%
Payroll taxes (9%)	6 & 8	-	619	619	619	619	619	619	619	619	619	619	619	6,811	5%
Permits	1,000	-												1,000	1%
Supplies	150	-	150											300	0%
Tax service	-	-	100											100	0%
Telephone - cellular	100	-	100											200	0%
Start-up expenses	2,000	-	-	-	-	-	-	-	-	-	-	-	-	2,000	2%
Investor Repay	-	-	1,000											1,000	1%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		4,750	10,358	7,858	7,858	7,858	7,858	7,858	7,858	7,858	7,858	7,858	7,858	93,683	74%
Taxable profit (loss)	1	(4,750)	1,217	3,717	3,717	3,717	3,717	3,717	3,717	3,717	3,717	3,717	3,717	33,642	26%
Tax (expense) benefit	1	-		(46)			(2,788)			(2,788)			(2,788)	(8,411)	-7%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(4,750)	1,217	3,671	3,717	3,717	929	3,717	3,717	929	3,717	3,717	929	25,232	20%
Depreciation	3	-	358	358	358	358	358	358	358	358	358	358	358	3,942	
Equipment purchases	3	(24,500)	-	-	-	-	-	-	-	-	-	-	-	(24,500)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	29,250	-	-	-	-	-	-	-	-	-	-	-	29,250	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	1,576	4,030	4,076	4,076	1,288	4,076	4,076	1,288	4,076	4,076	1,288	33,923	
Cash, period start	-	-	-	1,576	5,605	9,681	13,757	15,045	19,120	23,196	24,484	28,560	32,636	-	
Cash, period end		-	1,576	5,605	9,681	13,757	15,045	19,120	23,196	24,484	28,560	32,636	33,923	33,923	