

prison entrepreneurship program

Business Plan Competition October 2, 2026

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Manuel Chaney's Kitchen

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Mama Chany's Kitchen



Business Plan
October 2, 2026



Manuel
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
• Time and energy • Value and authentic • Access	• While presenting a safe environment that is clean and sanitary we provide authentic Mexican entrees for a rewarding experience via great customer service.	• High quality good taste and presentation. • Clean location. • Best value. • Outstanding hospitality.																																				
Customers	Differentiators	Extras																																				
• The 77064-zip code area. • Latino community. • Busy People. • Anyone that wants good food.	• Over 60 years old family recipes. • Culinary eye for presentation. • High quality product and low prices.	• Taco Tuesday’s. • Loyalty punch cards. • Free drink combinations.																																				
Marketing	Start-up Costs	Financials & Extras																																				
• Social Media. • Business cards. • Flyers. • Vehicle wraps with logo.	<table><tr><td>Owner investment - cash</td><td>\$ 38,000</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>\$ 38,000</u></td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 38,000	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	<u>\$ 38,000</u>	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 316,800</td><td>100%</td></tr><tr><td>COGS</td><td><u>128,800</u></td><td><u>41%</u></td></tr><tr><td>Gross profit</td><td>187,900</td><td>59%</td></tr><tr><td>Overhead</td><td><u>142,600</u></td><td><u>45%</u></td></tr><tr><td>Pretax income</td><td>45,300</td><td>14%</td></tr><tr><td>Tax expense</td><td>11,300</td><td>4%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td><u>\$ 33,900</u></td><td><u>11%</u></td></tr></table>	Sales	\$ 316,800	100%	COGS	<u>128,800</u>	<u>41%</u>	Gross profit	187,900	59%	Overhead	<u>142,600</u>	<u>45%</u>	Pretax income	45,300	14%	Tax expense	11,300	4%	Owner withdrawals	-	0%	Net income	<u>\$ 33,900</u>	<u>11%</u>
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Personal Fit

My name is Manuel born to Manuel Sr and Rosa Elia on December 16, 1975. I was born in Houston; Tx and my mother says it was a very cold night. I am first generation Mexican-American raised in a Mexican traditional home. Dad worked and payed the bills and kept a roof over our heads while mom was a house wife until my younger sisters. I have two I'm the oldest of three grew up a little older and started asking for things. Dad didn't believe in "extras" and my mother started to work and she provided for us things we asked for we didn't have much but we always had clean clothes and food on the table. The lack of love dad would demonstrate or give to us my mother compensated 10 times. Dad passed away five years ago while I've been locked up but I came to realized he did love us because in my lowest point he made the effort to come see me as much as he could while fighting cancer. I'm fortunate to still have my mother "Mama Chany" she likes to be called coming to see me and look for me in her 70 years of life. In school I always did pretty decent I've always have had a bad penmanship my mother would say I was going to be a doctor I wanted to be a marine later become an architect. While I was in high school I actually took drafting and I would work on plans but I would get marks all over them or make lines like a Neanderthal had the pencil. Now I do the should of could off and regret I didn't stick to it. I was fortunate in actually getting to work with Auto-CAD a program with computers and it would do all the work for you but I didn't take advantage of it. A friend of mine did and has a job with a good company that when BP oil spill in the gulf happen he actually took part in designing the cap and has his name on the paten. A year after I graduated I quickly got married what I did not think was going to happen I actually got my life together. I got a pretty good job in construction through some relatives of my now ex-wife after 28 years of marriage and six of those in prison. I really didn't like working outside was what I came to find out while I was working I came across an acquaintance that was familiar in the drug game. I've always known people in the game but it was nothing to how he did things so I would say he put me on. I stayed in touch with him many years and I made things happen but he got killed in a dice game and that affected me. I think about it how I was packing carrying a gun and that got me here but it was my ego that I really blame. If I could have taken the time to think things out I could have avoided this sentence and he would still be alive I truly believe I am a changed man in the scene I think a little more before I act.

TEAM LEADERSHIP STATEMENT

CEO:

Manuel brings Culinary skills, business skills, and communication skills to the table and has 14 years in the Mexican food industry. He specializes in Mexican Cuisine and has the ability to build and lead teams to attain success in business. He is genuine and authentic with a passion no one can duplicate.

COO:

Alberto brings Production and Operation Skills with Knife Skills like no other to the table. He also has 14 years in the culinary field. He specializes in being creative with work ethics that are a big contribution to the business goal by being quick and effective.

CFO:

Kenneth brings Financial Skills, Problem Solving Skills, and communications Skills to the table. With 30 years in the civil and Industrial Construction Industry, he has the team playing mentality that brings connections with others to achieve gain.

CMO:

Jerald brings Marketing Skills, Technical and computer skills to the table. He has been in the marketing business for 15 years promoting himself and the family's electrical business while being an electrician for 13 years. He has the ability to think outside the box and a work ethic to overcome obstacles with positive outcomes.

PRODUCT/SERVICE OFFERING

At Mama Chany's Kitchen, we serve authentic Mexican food. We are known for carne asada, empanadas, and carne guisada. Each one brings equal amount of revenue to our business sharing 33.3% each. We are currently working with plans to expand officially into the market with a food truck in 2027. Here at Mama Chany's Kitchen, we use the finest ingredients with an unmatched freshness to serve culinary experience at a great price. Sure, you can order tacos here but they will be filled with our gourmet meats. Our specialty is the carne asada, well marinated overnight and grilled in mesquite wood and serve with grilled vegetables in a to-go-plate with a presentation worthy of a James Beard Award. Mama's Chany's Kitchen, we offer cleanness, safe family environment to satisfy everyone appetite. Our goal is to take Mama Chany's Kitchen into every household in Houston, Texas and god willing one day around the world. We plan to be a part of every large event in our community.

MARKET

This is a \$50 Billion industry known as “The Big Taco” Mexican food is one of the most popular traditional cuisines I plan to sell at least 80 plates in a 8 hour days 6 days a week in Northwest Houston, TX. For \$15 each. This a growing industry that is year-round service.

COMPETITION

There is competition all around Houston, TX. But because it is the fourth largest city in the nation there is also plenty of customers to please. Major restaurants like Papasitos, Michoacanas, and Tiempo are high end restaurants that our food truck can compete with the same quality of food with a much less price.

DIFFERENTIATION

Mama Chaney’s Kitchen is founded on 60 years old recipes and CEO/Founder Manuel Garcia Jr’s 14 years of culinary experience. Mama Chaney’s kitchen provides an authentic Mexican Kitchen feeling while eating outside in a clean and safe-family environment.

MARKETING STRATEGY

PRICE:

Core Products-Carne Asada Plate, Empanadas Plate, or Enchilada Plate. Each will have two sides to choose: refried Beans, Charro Beans, Mexican Race, Cilantro-lime Rice, Mash potatoes, Green Poblano Spaghetti. For \$15.00. Individual item main is \$4.50 with' \$3.00, 6 oz sides. I compare to regular food trucks and high end. We will accept cash and credit cards. Cash App and Apple pay are also available.

PLACE:

Jones Rd. in between FM 1960 Grand Rd. is our permanent location in Northwest Houston, TX. The location is surrounded by commercial and residential properties. There is at least three schools and five churches. Traffic is always heavy and thousands of cars pass through all day.

PROMOTION:

Starting with our custom wrap and also food truck with bright red, orange, yellow, and green color peppers and day pottery. Foot traffic, referrals, social media, community enrolment is our main promotion. Business cards, flayers, signage, mix advertising through the community and internet. Using social media influencers and custom videos to show Mama Chany's Kitchen food and culture on Face Book, Instagram, and Tic-Tok. We will look for slots in local T.V. show and form strategies alliances with local events and festival for maximum exposure.

VISION AND OBJECTIVES

Two Months Before Starting

- Register LLC
- Get EIN
- Open business bank account
- Apply for permits
- Build social media pages

First Two Months After Starting

- Adjust menu for customer needs
- Upgrade equipment
- Expand marketing for customers

First Year

- Build loyal customers base
- Reach profitable operations
- Attend events weekly

Second Year

- Add second truck
- Expand catering
- Sell branded merchandise

Fifth Year

- Have 16 food trucks state wide
- A restaurant location

Tenth Year

- Have 32 food trucks nation wide
- Start to franchise

Philanthropy

Mama Chany's Kitchen is devoted to giving back to the community for growth through funding educational programs.

Community Impact

Mama Chany's Kitchen is dedicated to serving its community by donating time and services in all occasions, good or bad we will be there! On My Mama!

START-UP COST

Owner's name	Manuel
Company name	Mama Chaney's Kitchen
NAICS Business Classification	
Sector (general classification)	_72_Accommodation_and_Food_Services
Sub-sector (more specific classification)	722: Food Services and Drinking Places

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	2,000		
supplies, office & misc.	100		
P.O.S. Setup	900		
Rental Spot	1,800		
Petty Cash	5,000		
Wrap/Branding	3,000		
Insurance down payment	2,000		
Cash needed for start-up expenses	16,400		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	20,000		20,000
company trailer			
computer, printer, fax	600		600
Hard Tools	1,000		1,000
			-
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	21,600	-	21,600
			60 assumed life (months)
			360 monthly depreciation
Total start up cost	38,000		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	38,000	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	38,000	100%

Manuel dba Mama Chany's Kitchen
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

Product name	Product 1				Product 2				Product 3			
Product description	Carne Asada Plate				Empanada Plate				Enchilada Plate			
Price per unit			15.00	100%			15.00	100%			15.00	100%
Cost of one 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	Beef		2.82	19%	Ground Beef		2.33	16%	Chicken		3.00	20%
cost 2 description	Rice		0.40	3%	Flour		0.60	4%	Sauce/Cheese		2.10	14%
cost 3 description	Beans		0.50	3%	Rice/Beans		0.90	6%	Rice/Beans		0.90	6%
cost 4 description	Tortillas/Utensils/Drink		1.80	12%	Utensils/Drink		1.50	10%	Utensils/Drink		1.50	10%
Total variable costs			5.52	37%			5.33	36%			7.50	50%
Gross profit per unit - what you see on income statement			9.48	63%			9.67	64%			7.50	50%

	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
		672	672	672	672	672	672	672	672	672	672	672	
Carne Asada Plate sold		672	672	672	672	672	672	672	672	672	672	672	7,392
Empanada Plate sold		624	624	624	624	624	624	624	624	624	624	624	6,864
Enchilada Plate sold		624	624	624	624	624	624	624	624	624	624	624	6,864
total revenue		\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 28,800	\$ 316,800
total cost of sales		\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 11,715	\$ 128,869
total income statement gross profit (excludes owner labor)		\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 17,085	\$ 187,931

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
			amortization schedule											
Equipment financing, see Start-up Costs sheet														
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
	3	3	3	3	3	3	3	3	3	3	3	
# of employees	192	192	192	192	192	192	192	192	192	192	192	
Manuel dba Mama Chany's Kitchen	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	12.50	
Projected income and cash flow statements	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200
Year 1												

Assumption 9 - Equipment Purchases, after start-up		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	Description	2		Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 12	Total Year
	Carne Asada Plate	6	-	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	10,080	110,880	35%
	Empanada Plate	6	-	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	102,960	33%
	Enchilada Plate	6	-	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	9,360	102,960	33%
	Total revenue		-	28,800	28,800	28,800	28,800	28,800	28,800	28,800	28,800	28,800	28,800	28,800	316,800	100%
Mama Chaney's Kitchen																
Cost of Goods Sold		2														
	Carne Asada Plate	6		3,709	3,709	3,709	3,709	3,709	3,709	3,709	3,709	3,709	3,709	3,709	40,804	13%
	Empanada Plate	6	-	3,326	3,326	3,326	3,326	3,326	3,326	3,326	3,326	3,326	3,326	3,326	36,585	12%
	Enchilada Plate	6	-	4,680	4,680	4,680	4,680	4,680	4,680	4,680	4,680	4,680	4,680	4,680	51,480	16%
	Total COGS		-	11,715	11,715	11,715	11,715	11,715	11,715	11,715	11,715	11,715	11,715	11,715	128,869	41%
	Gross profit		-	17,085	17,085	17,085	17,085	17,085	17,085	17,085	17,085	17,085	17,085	17,085	187,931	59%

