

prison
entrepreneurship
program

**Business Plan Competition
October 2, 2026**

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Roll Chow Eat & Catering LLC

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Roll Chow Eats & Catering LLC

Business Plan
October 2, 2026

LaQuinton
Owner & Founder

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EXECUTIVE SUMMARY

Opportunity	Purpose	Solution																																				
• Lunch/ Dinner • Affordability for people • Second chance job placement • Catering for events/ work	• Our purpose at Roll chow is to offer a unique twist to those southern soul food recipes in a fast food environment.	• Serve a fast-cheap affordable food • Convenient with the way the food is serve • Part time jobs for second chance workers • Full blown catering for any type of events																																				
Customers	Differentiators	Extras																																				
• College students • Weddings/ parties • Warehouse jobs/ Dealerships • Job events • Food truck circuit	• Uniqueness no food company offers these type of eggrolls • I travel to shows all across Texas and different states • Ghost kitchen for Door Dash/ Uber eats (College kids late night delivery) • Plan to go from food truck to several locations	•																																				
Marketing	Start-up Costs	Financials & Extras																																				
• Company Website • Social Media Pages (Daily interactions) • Email sign up (discounts) • Flyers, menus, cards (door to door) • Partnership advertisement	<table><tr><td>Owner investment - cash</td><td>\$ 46,200</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>\$ 46,200</td></tr><tr><td>Plan Purpose:</td><td>Start-Up</td></tr></table>	Owner investment - cash	\$ 46,200	Owner investment - equipment	-	Vehicle and/or equipment loan	-	Start up financing	-	Total start up costs:	\$ 46,200	Plan Purpose:	Start-Up	<table><tr><td>Sales</td><td>\$ 277,200</td><td>100%</td></tr><tr><td>COGS</td><td>104,200</td><td>38%</td></tr><tr><td>Gross profit</td><td>172,900</td><td>62%</td></tr><tr><td>Overhead</td><td>102,100</td><td>37%</td></tr><tr><td>Pretax income</td><td>70,700</td><td>26%</td></tr><tr><td>Tax expense</td><td>17,600</td><td>6%</td></tr><tr><td>Owner withdrawals</td><td>-</td><td>0%</td></tr><tr><td>Net income</td><td>\$ 53,000</td><td>19%</td></tr></table>	Sales	\$ 277,200	100%	COGS	104,200	38%	Gross profit	172,900	62%	Overhead	102,100	37%	Pretax income	70,700	26%	Tax expense	17,600	6%	Owner withdrawals	-	0%	Net income	\$ 53,000	19%
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Personal Fit

I was born in Dallas, TX in September of 1992. I stayed with my mother and grandmother until I was taken by Child Protective Services at age of six. From six until thirteen I went to school all over. Elementary I went to Edison for a year and then went to Southlake Carroll up until 7th grade when I transferred to Desoto West Jr. High. From there I was shipped to east Texas where I attended Chapel Hill and then finished High School at Robert E. Lee. I did well with my grades and even excelled in sports. I got my first job at 15 working for Brooksires. From there I left and started my journey in the food industry.

I really never got in trouble other than typical foster kid problems growing up, until middle school. That is where I begin to fight a lot after taking boxing. My first time committing a crime was 18, burglary of habitation. It eventually caught up to me and I got a 4-year sentence. In my opinion the things that caused me to rebel was me knowing I was about to be on my own. Plus, my senior year I was introduced to my blood family. Seeing the life style, they were accustomed to influenced the way I was living. Even the choices I made. My character at the time was flawed, my emotions were raw. From learning family history and things about my mother was a big contribution. I've been to TDCJ now 2 times. I've put myself in situations where I've had charges brought up against me but were later dropped once everything was sorted out. I'm currently in TDCJ for robbery, by way of going back to my old ways of hanging with the wrong people. Since I've been in prison this time I have taken time to deal with emotions I've harbored. I have also taken strides to deal with character development by taking programs like Bridges to Life, C.I.P. One of the biggest takes away for me was reestablishing my healthy character for change. I know I must go back to the things that kept me free for 10 years. Changing the people, I deal with a long with the places I hang around. The reason I have chosen change other than for my sake is my daughter. She was born 2 months into my sentence with a mother that wants to use her against me as leverage. So, I strive for change just to get my daughter out of this predicament. Once of the main things I have given up to change for myself and daughter is accepting unhealthy relationships. I've recommitted myself to God and chosen to let go of hurt and playing tic for tac. Also, I have went back to no contact with family that is not healthy for my growth. If I want success for me and my daughter, these are just some of the bare minimum changes needed to do that. These are the changes that will ultimately bring me success in life.

TEAM LEADERSHIP STATEMENT

CEO/ CMO:

LaQuinton contributes managing, bringing people together, planning and organizing. With over 15 years of Culinary and Management Skills. He's also a great communicator, with a vast understanding of marketing strategies. He's also familiar with networking events and program facilitators.

CFO:

Micheal contributes a profound knowledge of numbers, logical thinking and goes the extra mile. With 13 years of experience with dealing with numbers.

COO:

Bradley contributes organizing, planning, managing and bringing people together. With 4 years management in culinary arts.

PRODUCT/SERVICE OFFERING

My name is LaQuinton owner and operator of Roll Chow Eats & Catering LLC based out of Dallas, Texas. We offer catering, delivery thru Door Dash and Uber eats, and you can pull up to enjoy a quick bite for lunch or dinner. The percentage of revenue for the main courses is 75%. For the other 25% it will be our sweets and drinks. I expect most of my daily sales to come from basic traffic at the food truck which will consist of 70% of the monthly revenue. 15% will delivery starting out with a plan to increase it monthly by 2%. 10% will be shows I plan on doing like first Monday in Canton, TX and offering catering events that I will strategically market. The other 5% I plan on getting from biweekly college campus pop-ups. I plan to open Roll Chow by summer 2028 I plan to start with a basic menu that puts an emphasis on my unique eggrolls, which include the Soul food egg roll, Creole Gumbo, Blackened chicken Alfredo, Loaded Taco eggroll, and even a traditional veggie egg roll. My sweets menu consists of an original personalized cake called Corncakes. Versions include cheese cakes both caramel and strawberry, birthday cake and chocolate candy bar. You can have your choice of side to go with the eggrolls which consist of fries, sweet potato fries, cilantro rice. Drinks include Tea, Coke or Dr Pepper, bottled water, homemade punch. I differ from my competition because there is no one in my area that offers the unique eggrolls. I've created. I also differ because with traveling to shows around the state and out of state my name gets out there a lot more and I will be able to network for more catering events. One more goal I have for my first six months is to establish my name within the community and also on the food truck circuit. I will garner at least one quarterly contract to cater with in these first 6 months. My first year's goal is to establish enough social media marketing that my Door Dash & Uber Eats sales have doubled from 15% to 30% of my sales. Within 2 years I will be in the process of opening my first brick and mortar location, which is part of how I would like to expand. By opening the restaurant around where my central food truck location is it will allow me to relocate my truck to another city to garner more customer within the new potential area for a second restaurant. I feel with my customer friendly prices. Home cooked, unique fast food and relatable food to all ages. I will change the way people look at food trucks today. After all I'm the first of its kind in this market full of dimes.

MARKET/INDUSTRY

MARKET

Roll Chow Eats & Catering is a much-needed choice of fast and unique food for the Tyler Texas area. In a city that is growing the fastest out of any in the east Texas area. We look to capitalize on the growth of warehouses and lack of fast food choices for such a small time break they receive. This city is also full of young college kids with a passion for the newt unique thing. We plan on getting most of our daily sales from the local warehouse that send 75-100 people on break with not many options to choose from and very little time. The gross profit margin in this industry is 65-70%. with the cost of food and product being low and the price of meals being high chances of profit are very high.

COMPETITION

My biggest competitors would be Whataburger, McDonalds and William's Chicken. We believe by bring much closer to the warehouses, much personal and more unique. We can offer faster and friendlier services. We look to create a company partnership with these warehouses to become their main source of catering and lunch breaks. With these companies offering only a 30mins lunch break and the competitions is 7 mins away, it takes 5 mins to clock out and get to your car, at least 5 mins to get your order and 7 mins to get back. You basically had to eat on the go. With us being 5 mins away and knowing and caring about their time allotted breaks. Our customers will have more than enough time to enjoy. And not have to settle for gas station hot dogs form fear of being late to work.

DIFFERENTIATION

Our main differentiator is the unique ness of the food. There are less than 7 soul food restaurants in Tyler Texas. None of which serve our unique eggrolls. We also plan on partnering with local warehouses and offering discounted services for employees to help with their tune over/ retention rate that is affected by only having a 30 min break. We predict that an estimated 60% of our customers will come from our existing competitors. We will go door to door unlike our competitors and offer first time discounts as well as birthday discounts, with reasonable prices based off our competitors we look to excel in our market with our unique style eggrolls.

MARKETING STRATEGY

PRICE:

Our pricing is based off of competitive advantage even while still making almost 30%. At An average of 60 plates a day at \$14 a meal with 26 service days a month we will make \$21,840. This does not include any shows or catering events that will be attended.

PLACE:

My business Roll Chow location will be in the North Side of Tyler Texas. It's the ideal location to grain the business from the two chicken plants we plan on servicing. It's also a central place where business is growing through door dash and uber eats. Through this location I hope to expand to a restaurant within 3 years.

PROMOTION:

Our promotion strategies will include networking through P.E.P., localized internet most importantly gaining contracts for hosting or catering the two warehouse that are located nearby. We will launch a website which will tie into all our social media accounts with any and all promotion discounts included on website with email sign ups (member sign ups). We plan on spending \$300 a month on promotional cost with a startup of \$500 in promotions. ALSO, we plan on attending first Mondays trade days in Canton Texas every month which it expands our promotion area to garner other catering events! We will have logo promotion wrapped on the company TRUCKS AND the startup cost for the wrap services will be about \$3000. not \$1500.

VISION AND OBJECTIVES

Two Months Before Starting

- Create LLC
- Obtain insurance
- Buy truck and all equipment
- Begin promoting
- Create website

First Two Months After Starting

- Garner contract/mutual agreement with John Soules and Sanderson's Farm
- Be locked in with one trade show or fair event a month.
- Begin promoting through colleges nearby

First Year

- Pay 50% of loan back
- Begin to contract monthly business catering events
- Grow business name through the local area

Second Year

- Begin to save for restaurant (opens 4years)
- Host my own PEP event or collaborating to give back
- Pay off loan (Dept Free)

Fifth Year

- Expand outreach by relocating truck
- Continue growing restaurant by partnering with local

Tenth Year

- Open second restaurant either in DFW or Houston area
- Have at least 3 trucks in 3 cities

Philanthropy

I plan to tithe 10% of my net profit on day one. After being up and running for a year I plan on donating time and finances to PEP and only hire PEP grads. Also, I plan on doing a bike drive year one. Back to school drives starting year 2 salvation army thanksgiving link ups starting 2 years

Community Impact

I intend to continually impact my community by not only being involved in local programs but by doing speaking engagements within my first 6 months of being open. We look to help cut recidivism down by providing jobs to PEP graduates.

START-UP COST

Owner's name	LaQuinton
Company name	Roll Chow Eats & Catering, LLC
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	500		
car/truck down payment, if leased			
permits	2,000		
supplies, office & misc.	500		
insurance deposit	1,800		
POS Setup	600		
Cash needed for start-up expenses	6,900		
Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets
company car, truck or van	35,000		35,000
company trailer			
computer, printer, fax	800		800
Cutlery	1,000		1,000
generator	2,500		2,500
			-
building/office deposit		N/A	N/A
beginning cash balance		N/A	N/A
Cash needed for start-up assets	39,300	-	39,300
			60 assumed life (months)
			655 monthly depreciation
Total start up cost	46,200		

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	46,200	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	46,200	100%

FINANCIALS STATEMENT (PRO FORMA)

LaQuinton dba Roll Chow Eats & Catering, LLC
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	Plate/Meal choice of eggroll, side, and drink	Sides/Sweets 3 Different Sides, 3 different cake/pies	Drinks Sodas, Punch, Water
Price per unit	18.00 100%	4.00 100%	3.50 100%
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	eggrolls 2.50 14%	sides 0.75 19%	soda 0.75 21%
cost 2 description	sides 0.75 4%	sweets 1.00 25%	water 0.25 7%
cost 3 description	sauce/packaging 1.75 10%	packaging 1.00 25%	kool-aid 0.50 14%
cost 4 description	drinks 1.00 6%	- 0%	packaging 0.50 14%
Total variable costs	6.00 33%	2.75 69%	2.00 57%
Gross profit per unit - what you see on income statement	12.00 67%	1.25 31%	1.50 43%

	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
Plate/Meal sold		1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	13,200
Sides/Sweets sold		480	480	480	480	480	480	480	480	480	480	480	5,280
Drinks sold		480	480	480	480	480	480	480	480	480	480	480	5,280
total revenue		\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 25,200	\$ 277,200
total cost of sales		\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 9,480	\$ 104,280
total income statement gross profit (excludes owner labor)		\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 15,720	\$ 172,920

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	\$ -	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	-	-	-	-	-	-	-	-	-	-	-
Start-up financing, see Start-up Costs sheet												
Amount borrowed	\$ -	-	-	-	-	-	-	-	-	-	-	-
Interest rate (example 8%)		-	-	-	-	-	-	-	-	-	-	-
Payback period (# of months)		-	-	-	-	-	-	-	-	-	-	-
Grace period (months pay delay)		-	-	-	-	-	-	-	-	-	-	-
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	1	1	1	1	1	1	1	1	1	1	1	1
avg hours each employee(s) worked per month, not in EOU above	240	240	240	240	240	240	240	240	240	240	240	240
average per hour wage	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00	17.00
salary expense, exclduing payroll taxes	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	44,880

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

LaQuinton dba Roll Chow Eats & Catering, LLC
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														
Plate/Meal	6	-	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	21,600	237,600	86%
Sides/Sweets	6	-	1,920	1,920	1,920	1,920	1,920	1,920	1,920	1,920	1,920	1,920	1,920	21,120	8%
Drinks	6	-	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	1,680	18,480	7%
Total revenue		-	25,200	25,200	25,200	25,200	25,200	25,200	25,200	25,200	25,200	25,200	25,200	277,200	100%
Cost of Goods Sold	2														
Plate/Meal	6	-	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	7,200	79,200	29%
Sides/Sweets	6	-	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	1,320	14,520	5%
Drinks	6	-	960	960	960	960	960	960	960	960	960	960	960	10,560	4%
Total COGS		-	9,480	9,480	9,480	9,480	9,480	9,480	9,480	9,480	9,480	9,480	9,480	104,280	38%
Gross profit		-	15,720	15,720	15,720	15,720	15,720	15,720	15,720	15,720	15,720	15,720	15,720	172,920	62%
Expenses	2														
Auto or truck lease	-	-												-	0%
Depreciation	3	-	655	655	655	655	655	655	655	655	655	655	655	7,205	3%
Gasoline & fuels	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Insurance - bonding	-	-	300	300	300	300	300	300	300	300	300	300	300	3,300	1%
Insurance - vehicle	-	-	600	600	600	600	600	600	600	600	600	600	600	6,600	2%
Interest - equip & start up	7	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Marketing	1,500	-	50	50	50	50	50	50	50	50	50	50	50	2,050	1%
Office - rent	-	-												-	0%
Office - insurance	-	-												-	0%
Office - telephone	-	-												-	0%
Office - utilities	-	-												-	0%
Payroll - not owner and not in COGS	8	-	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	4,080	44,880	16%
Payroll taxes (9%)	6 & 8	-	367	367	367	367	367	367	367	367	367	367	367	4,039	1%
Permits	2,000	-												2,000	1%
Supplies	500	-	100	100	100	100	100	100	100	100	100	100	100	1,600	1%
Tax service	-	-												-	0%
Telephone - cellular	500	-	150	150	150	150	150	150	150	150	150	150	150	2,150	1%
Start-up expenses	2,400	-												2,400	1%
POS Fee	-	-	180	180	180	180	180	180	180	180	180	180	180	1,980	1%
Accting	-	-	50	50	50	50	50	50	50	50	50	50	50	550	0%
Truck Maintenance	-	-	130	130	130	130	130	130	130	130	130	130	130	1,430	1%
Investor Repay	-	-	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	1,400	15,400	6%
	-	-												-	0%
	-	-												-	0%
	-	-												-	0%
Total expenses		6,900	8,662	8,662	8,662	8,662	8,662	8,662	8,662	8,662	8,662	8,662	8,662	102,184	37%
Taxable profit (loss)	1	(6,900)	7,058	7,058	7,058	7,058	7,058	7,058	7,058	7,058	7,058	7,058	7,058	70,736	26%
Tax (expense) benefit	1	-		(1,804)			(5,293)			(5,293)			(5,293)	(17,684)	-6%
Owner's withdrawals	1	-												-	0%
Net profit (loss)		(6,900)	7,058	5,254	7,058	7,058	1,764	7,058	7,058	1,764	7,058	7,058	1,764	53,052	19%
Depreciation	3	-	655	655	655	655	655	655	655	655	655	655	655	7,205	
Equipment purchases	3	(39,300)	-	-	-	-	-	-	-	-	-	-	-	(39,300)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Owner contribution	3	46,200	-	-	-	-	-	-	-	-	-	-	-	46,200	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		-	7,713	5,909	7,713	7,713	2,419	7,713	7,713	2,419	7,713	7,713	2,419	67,157	
Cash, period start		-	-	7,713	13,622	21,335	29,047	31,467	39,180	46,892	49,312	57,025	64,737	-	
Cash, period end		-	7,713	13,622	21,335	29,047	31,467	39,180	46,892	49,312	57,025	64,737	67,157	67,157	

