

Start Your Own Lemonade Stand

A complementary workbook



#goals



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Name: _____

Date: _____

1. Set your goal

Fill out the box below with your goals for your lemonade stand business:

I, _____,	want to sell
(name)	
_____ cups of lemonade in _____	
(number of cups)	(number of days)
days and make \$ _____	from my sales.
(amount of money)	

Name: _____

Date: _____

2. Determine your product

Write down the recipes for each of the lemonade flavors you will serve at your stand.

MY RECIPES

Recipe 1: _____

Recipe 2: _____

Recipe 3: _____

Name: _____

Date: _____

Recipe 4: _____

Recipe 5: _____

3. Name your business and product

Name of Lemonade Stand: _____

FLAVOR NAMES

In the table below, write the types of lemonade flavors you are going to make and give each one a creative name.

Name: _____

Date: _____

	Flavor Type	Flavor name
Lemonade EXAMPLE	<i>Raspberry</i>	<i>Roarin' Raspberry</i>
Lemonade 1		
Lemonade 2		
Lemonade 3		
Lemonade 4		
Lemonade 5		

4. Plan your marketing and advertising

Make a list of ideas for marketing your product. Some examples are listed below.

- <i>Make flyers</i>	-
- <i>Make T-shirts</i>	-
- <i>Post on social media</i>	-

Name: _____

Date: _____

-	-
-	-
-	-

Circle the best three ideas and then write them down.

1. _____
2. _____
3. _____

Brainstorm how you plan to carry out your marketing ideas.

Every business needs a logo so customers can recognize the business and what you're selling! Sketch out some logo ideas. What sorts of customers are you trying to attract? What are you trying to sell? What is unique about your business? These ideas all go into designing a logo.

--

Name: _____

Date: _____

5. Determine your budget

SUPPLIES

How many cups of each flavor of lemonade do you plan to sell at the stand? What will it cost to produce each flavor? It's time to do a little bit of math to figure out how much it will cost to produce your recipe.

Let's start with the recipe for one quart of your lemonade:

Example:

Flavor 1: Strawberry lemonade

- 1 cup sugar
- 1 cup lemon juice (about 5-6 lemons)
- 1 cup strawberry puree (1 pint strawberries)
- 4 cups water

-

Next figure out how many quarts of each flavor you will make and the total amount of supplies needed for each flavor.

Flavor 1 _____ *strawberry Lemonade* _____ Total # of quarts: 2 _____

2 cups sugar $\div 2 =$ 1 lbs of sugar

Name: _____

Date: _____

____ 2 ____ cups lemon juice x 5 lemons = ____ 10 ____ lemons

____ 8 ____ cups water

____ 2 ____ cups [other flavors/ingredients] ____ *strawberries* ____

Flavor 2 _____ Total # of quarts: _____

_____ cups sugar $\div 2 =$ _____ lbs of sugar

_____ cups lemon juice x 5 lemons = _____ lemons

_____ cups water

_____ cups other flavors/ingredients

Flavor 3 _____ Total # of quarts: _____

_____ cups sugar $\div 2 =$ _____ lbs of sugar

_____ cups lemon juice x 5 lemons = _____ lemons

_____ cups water

_____ cups other flavors/ingredients

Now let's total up all the supplies needed to produce your lemonade and the the total number of cups you will be making.

Total # of quarts of lemonade to be produced: _____ X 4 = _____ cups

_____ lbs of sugar x \$ [insert cost per pound] = \$ _____

_____ lemons x \$ [insert cost per lemon] = \$ _____

_____ other flavors/ingredients x \$ [insert cost] = \$ _____

Name: _____

Date: _____

TOTAL COST= \$ _____	
<i>Sample:</i>	
Total # of quarts of lemonade to be produced: <u>12</u> X 4 = <u>48</u> cups	
<u>6</u> lbs of sugar x \$ <u>2.50</u> =	\$ <u>15.00</u>
<u>60</u> lemons x \$ <u>.30</u> =	\$ <u>18.00</u>
<u>4</u> pints strawberries x \$ <u>3.99</u> =	\$ <u>15.96</u>
TOTAL COST= \$ <u>\$48.96</u>	

But wait, are there any other supplies you will need for your stand that we haven't included yet? What about the cups you will use to serve the lemonade? Will you offer straws, napkins or any other materials at your stand?

Make sure you list all of those and include them in your total cost as well:

- Coolers x 2 (borrow if you can)	-
- Cups x 100 (.10 cents each) = \$10	
- Straws x 100 (.05 cents each) = \$5	-
- Ice	-
- Posterboard	-
-	-

Now let's add up all the costs and figure out what your total cost per cup of lemonade will be.

Cost of lemonade supplies=	\$ _____
Cost of all other materials=	\$ _____

Name: _____

Date: _____

TOTAL COST=	\$ _____
÷	
# of Cups of Lemonade to be produced=	_____
Cost per cup=\$	_____

6. Determine your pricing

Now that you know your costs it's time to figure out how much to charge for your lemonade so that you make a **profit** from your lemonade sales.

Let's imagine that, after calculating all of your costs in the previous section, you determined that your unit cost (how much it costs to create one unit or cup) is **\$1.00**.

You will want to set a price that is above your unit cost, but still low enough that customers will want to buy your product. If you price your lemonade too high you may not sell as many cups, but if you price your lemonade too low you will need to sell a much higher volume.

You can also think about offering different sizes of lemonade. In the above calculations we assumed that 1 cup=8oz. What if you created a 6oz cup size or a 12 oz cup size? How much would you charge for these different sizes?

Circle the sizes of the lemonade cups you will serve and write down your price for each.

SMALL: ____oz	MEDIUM: ____oz	LARGE: ____oz
\$ _____	\$ _____	\$ _____

Name: _____

Date: _____

7. Determine your operations

LOCATION

Brainstorm some good locations for your stand. Some examples are listed below.

- <i>The park</i>	-
- <i>The beach</i>	-
-	-
-	-
-	-

Decide which location works best and write it below.

HOURS

Decide on your lemonade stand's hours of operation below. (Note: Consider that you will want to pay your staff enough to compensate them for the time that they are putting in).

Business hours: _____:_____ to _____:_____

Employee hours (including setup and cleanup): _____:_____ to _____:_____

8. Determine the different roles

Determine the wages you will pay for each position and list the names of the employees filling the positions. You could determine an hourly wage for the position, or you could offer each role a percentage of the total profits.

Name: _____

Date: _____

CASHIERS \$_____ per hour
 or
 _____% of profits

1. _____

2. _____

MIXERS \$_____ per hour
 or
 _____% of profits

1. _____

2. _____

SERVERS \$_____ per hour
 or
 _____% of profits

1. _____

2. _____

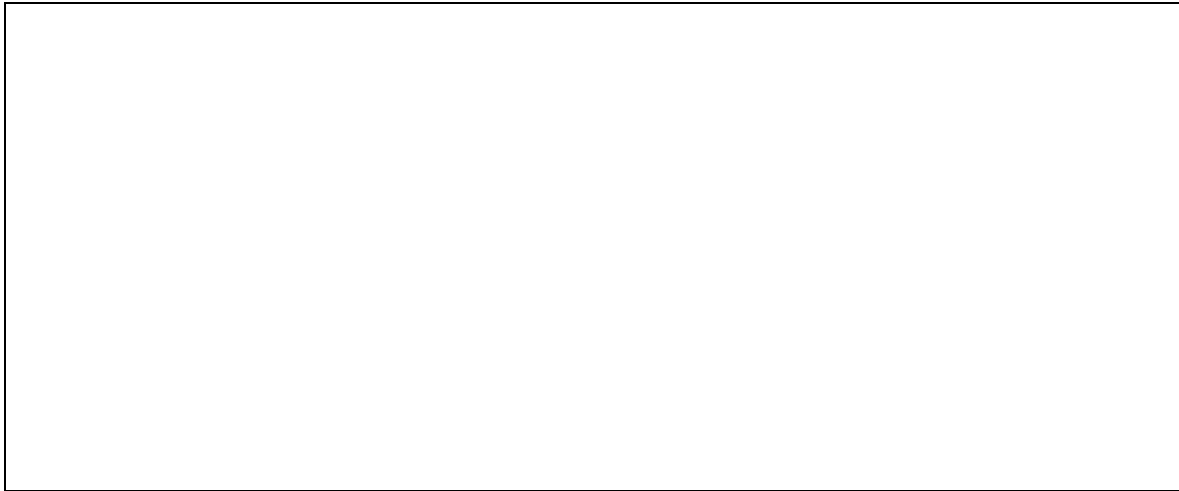
Name: _____

Date: _____

9. Put your plan into action!

A. Design the posters for your lemonade stand storefront sign and the list of sizes and prices in the spaces below. Try fitting in the logo you designed in section 4!

Lemonade stand storefront sign:



Sizes and prices:



Name: _____

Date: _____

B. Once you've sold your lemonade, calculate your total profit and how you will divide up your earnings.

Net income = Gross income - Costs

	Small	Large	Total
Cups sold	75	50	125
Price	.75	\$2.00	
Gross income	\$56.25	\$100	\$156.25
Cost (per unit)	.50x75=\$37.50	\$1.00x50=\$50	\$87.50
Net income	\$18.75	\$50	\$68.75

Next calculate the amount you owe to your staff.

Employee Name	Position	Hourly Wage	Hours Worked	Total Salary
Charlotte	Server	\$4.75	9	\$19.00
Employee Name	Position	% of earnings	Net income	Total Salary
Samuel	Mixer	20%	\$68.75	\$13.75

Name: _____

Date: _____

C. Calculate how much you want to pay your investors. This should be more than the amount they initially lent to you, so calculate a percentage based on your revenue. In the example below, the percentage is based on \$250 in revenue.

Investor Name	Amount initially invested	Added percent of revenue	Percent in \$	Total amount to pay back
Dad	\$15.00	10%	\$25.00	\$40.00

Name: _____

Date: _____

Thank you

This guide was created by an amazing team of high school interns from local Bay Area schools: **Sherissa Go, Claire Daly, and Sophia Qin.**

To all of our high school interns, thank you for input on Trailhead!

