

# Start Your Own Lemonade Stand

*A simple how-to-guide for planning and running your own  
business*



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Lemonade  
time



Pick any



I love my job



The future



#goals



Budgeting Rules



We're open!



Party time



Delicious

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# Introduction

Building a business may sound like a big task, but anyone can do it if they follow the right steps. For example, you're probably wearing a shirt right now. That shirt was sold to you by a **business**, which is any company that sells things. A person who builds a business is called an **entrepreneur**, and that is what you're going to become today! You can use the steps here to create any kind of business, but the example we are going to use is a lemonade stand.

## Steps for Starting a Successful Lemonade Stand

### 1. Set your goals



The first step to starting a business is **setting your goals**. Some examples of a goal for your lemonade stand are, how much money you want to make, how many cups of lemonade you want to sell, or how many customers you want to serve. **Choose a goal that seems realistic**, which means you are

pretty sure you can reach it, but it won't be so easy that it's boring. Once you have your goal, write it down somewhere so you can remember it.

## 2. Determine your product



So you've decided that you want to open a lemonade stand. Of course, for your stand to be successful, you must determine your product. After all, **knowing your product is an essential step to being a successful entrepreneur!** In this case, your product consists of your **different lemonade flavors** and what **different size options** are available. Let's walk you through these steps, and then we can work on flavors and sizes together.

### FLAVORS

Nobody wants to have a boring lemonade stand. I mean, how many lemonade stands are out there? Probably a lot. What are the chances that all the lemonades out there have the same boring flavor? Probably pretty high. **You want your lemonade stand to be unique, so that it can stand out from all the rest.** In order to do this, you want to first **make sure that you'll have more than one1 flavor available.** It's

also important to make sure your flavors are fun, original, and unique so that they'll appeal to a wide variety of people.

1. **Think of your favorite fruit flavors that could be turned into lemonade flavors.** Do you like strawberry? Mango? Cherry? Raspberry? What other fruit flavors do you like? Do you think other people like these flavors too? If so, then it's a good idea to make lemonade flavors out of them. Chances are, strawberry lemonade or any other **flavored lemonade will appeal to more people than any old unflavored lemonade will.** However, **it's still always good to have classic (regular) lemonade available, because as there always will be some customers who prefer it.**
2. **Determine how many different flavors you want to have available.** **Two or three 2 or 3 flavors are a good place to start.** For example, you might want to make mango, strawberry, and classic lemonade. This gives your customers more to choose from, including one as well as gives them an option they're more familiar with.
3. **Create your recipes!** You can't craft your delicious lemonades without coming up with their recipes first. Generally, **lemonade consists of fresh lemon juice, sugar, water, and ice. You'll also want to add fruit juices or nectars that will match your different flavors.** Experiment with your different flavors until you find the perfect mixture for each. If you're not sure what other people will think of the taste, have a friend or parent try it first; they should be able to point you in the right flavor direction.

## **SIZES**

Typically, beverage vendors offer 3 different drink sizes: **Small** (\$), **Medium** (\$\$), and **Large** (\$\$\$). This allows customers to choose a size

depending on how much lemonade they feel like drinking. We recommend that you **have at least 2 size options available** at your lemonade stand, so your customers have a bit of variety to choose from. Use nice **disposable cups** (made of paper or plastic) that your customers won't have to worry about bringing back to you (if you use glass cups, they may not get returned!). Make sure to compost paper cups and recycle plastic cups when your customers are done.

### 3. Name your business and product

Now that you have your product figured out, the next step is to **choose your name!** This is the fun part, so be creative. Think of a name for your lemonade stand and some names for your flavors, to keep things interesting. **Make sure the name sounds delicious, so it will make customers want to drink your lemonade.** For example, Moldy Mango may not be the best idea, whereas a name like Magnificent Mango might be more appealing. Once you have names that you and any business partners agree on, you can move on to the next step.

### 4. Plan your marketing and advertising

You could just set up your lemonade stand in front of your house and wait for people to drive by, but then you might not get very many customers. One way to let other people about your stand is through marketing! **Marketing** means **promoting your business** so people know how great it is. There are a bunch of different ways you could market: you could **make flyers and post them around your neighborhood**, **post about your lemonade stand on social media**, or even just **tell your friends and family about it**. When you are marketing, make sure you **include where your lemonade stand will be set up, when it will be open, and how much each size cup of lemonade will cost**. If you don't know your prices yet, don't worry; we're going to figure that out in the next step.



Every business needs a logo so customers can recognize the business and what you're selling. Think about designing a cool logo to include on your posters and marketing so customers can identify your business.

## 5. Determine your budget



You're starting a business, so that probably means you want to make money. This is where your budget comes in. Your **budget** determines how much money you will spend on things like lemonade ingredients and advertising, so **you can make sure you are not overspending**.

No business immediately makes money right after it begins, so you will have to **invest a certain amount of money in your business to get it started**. You can either **invest some of your own money**, or **recruit an investor** (parents are a good option). Your investor will want to make sure they will not lose their money, so plan your budget well and have them approve it.



Once you are confident in your budget, you need to figure out **how much to charge** for lemonade so you will make enough money to pay your investor back and have some profit for yourself. A **profit** is the money that is left over after you earn back all of the money that you spent in your budget. Decide on a reasonable price for each size cup of lemonade you will sell, and **figure out how many cups of lemonade you will have to sell to make a profit**.

Remember that you probably won't get very many customers if the price of your product is too high. If you can't figure out a good price for your lemonade, you may need to revise your budget on your own or with help from an adult.

## 6. Determine your operations



Okay, so you know how to bring in customers and pay for your business, but how are you going to run it? Running a business by yourself is very difficult, so you probably want to **recruit some of your friends or family as employees**. You will have to pay them, but having people to help you will let you serve more customers and make more money, so it all evens out.

Now, **decide on a location for your stand and the hours that you will be open** (you may remember from Step 4 that this is information you will need for marketing). **It would probably be easiest to have your lemonade stand**

in your neighborhood, but you could also try busier areas, such as shopping centers. Remember to **always have an adult with you if your lemonade stand is away from your home.**

You should also plan **how much lemonade you are going to have at your stand** and whether or not you will make more as the day goes on. You will need **a cooler at your stand** to keep your ice and lemonade cold.

Now that you know how your lemonade stand is going to run, it's time to split up the tasks.

## 7. Determine the different roles



**One of the keys to any successful business is teamwork.** Without teamwork, a business couldn't be efficient enough to keep running!

The number of employees working at your stand depends on how big or small your stand is. **If your stand is relatively new and not so well known, it's good to start with about one to three friends or family members to help you out.** With your team, divide up the following roles:

- **Cashiers**

The cashier is in charge of taking orders. He or she is responsible for

using your Lemonade Stand app to place customers' names and orders in the queue. He or she also must handle the money that the customers pay for their lemonade. The cashier must be friendly, alert, and willing to speak to customers.

- **Mixers**

The mixer is the person who makes the lemonade. He or she should be very familiar with all the flavors and recipes. After all, it wouldn't be efficient to spend time reading the recipe while making it. He or she should also use the Lemonade App's quantity counter to make sure the stand always has enough lemonade to sell.

- **Servers**

The server is in charge of completing orders. He or she must pour the cups of lemonade ordered and, using the Lemonade Stand app, make sure that each cup makes it to the right customer.

## 8. Put your plan into action



**Now that you have everything ready to go, it's time to get your business rolling!**

## 1. Set up your stand with a parent or other adult.

Get your table, cups, and of course your coolers of lemonade ready! Set everything up nicely. You want to keep your stand organized, so you should have designated areas for all of your lemonade and materials. **Have your flavors and prices written in large lettering on poster paper.** You might want to make your posters colorful to attract more customers. **Make sure your stand's name is written nice and big, so it can be seen even from far away!**

## 2. Sell, sell, sell!



It's the moment you've been preparing for--selling your refreshing lemonade! **Be sure to greet your customers with a smile and remember to serve them in a timely manner** (unless the shift is *really* busy, you'll want to get orders out in less than five minutes).

Don't get discouraged if you're not selling quickly right away. Building a customer following takes time. You'll have to wait for your popularity to grow, whether through your marketing strategies or happy customers who are excited to spread the word. **The longer you've**

been around and the more experience you have, the more likely you are to sell more. Remember to have patience!

### 3. Distribute your earnings



Congratulations, you've made **revenue**! You'll want to share the wealth with those who helped you run the stand and set everything up. It's usually best to divide the earnings fairly. Consider paying each of your operational staff a percentage of the overall profits.

Of course, if you had an investor, you'll want to pay back the money they lent you back and **a certain extra percentage of the revenue as well**. After all, they've helped you get where you are now!

## Great job!



The future

You've done so well in being a junior entrepreneur! We wish you the best of luck in all of your future business adventures.

## 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!

