



Awesome Fresh
LEMONADE

Made by: _____

LEMONADE STALL
Binder for Kids

INTRODUCTION

What I Will Learn in this Business

4P's

Price
Product
Promotion
Place

The four P's of marketing are price, product, promotion, and place. Think of these things as you make business decisions for your lemonade stand!

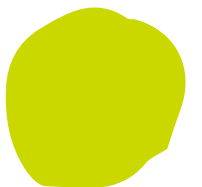
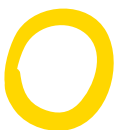
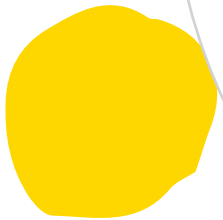
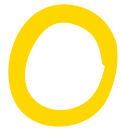
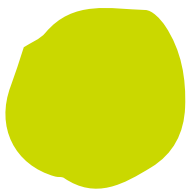
Decide who will run the stand and help you make the lemonade. Friends, school mates, siblings, neighbors, parents, and grandparents can help you!

Price: How much will your lemonade cost? After knowing how much it costs you to make your lemonade, how much money do you want to make? What will your customers be willing to pay? Where will you get the money to buy your lemonade?

Product: What is your lemonade made from? Classic lemons and sugar, a powdered mix, or a frozen can concentrate?

Promotion: What will you use to promote your lemonade? Flyers? Signs? Friends? Word-of-mouth? Will you need signs on your stand?

Place: Where will your lemonade stand be? Pick a spot that has a lot of traffic, such as your home during a garage sale. If it's not at your home, make sure you have permission to have your stand there.



Month of JUNE 2019

Plan your lemonade stall days

SUNNY DAY	MONDAY	JUICE DAY	WEDNESDAY	THIRSTDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Month of JULY 2019

Plan your lemonade stall days

SUNNY DAY

MONDAY

JUICE DAY

WEDNESDAY

THIRSTDAY

FRIDAY

SATURDAY

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

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21

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27

28

29

30

31

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Month of AUGUST 2019

Plan your lemonade stall days

SUNNY DAY	MONDAY	JUICE DAY	WEDNESDAY	THIRSTDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SHOPPING CHECKLISTS

Get the goods for your lemonade stall

For Kiosk:

- | | | |
|----------------------------------|--|---|
| <input type="checkbox"/> Cart | <input type="checkbox"/> Signage | <input type="checkbox"/> Cup Sleeves |
| <input type="checkbox"/> Table | <input type="checkbox"/> Chair | <input type="checkbox"/> Napkins |
| <input type="checkbox"/> Jar | <input type="checkbox"/> Menu Board | <input type="checkbox"/> Tablecloth |
| <input type="checkbox"/> Pitcher | <input type="checkbox"/> Buntings | <input type="checkbox"/> Strings |
| <input type="checkbox"/> Cups | <input type="checkbox"/> Measuring cup | <input type="checkbox"/> Umbrella (Shade) |
| <input type="checkbox"/> Straw | <input type="checkbox"/> Money Box | <input type="checkbox"/> Others: _____ |

For Lemonade:

- ☐ Fresh Lemons
- ☐ Ice (cube/shaved)
- ☐ Sugar
- ☐ Honey
- ☐ Water

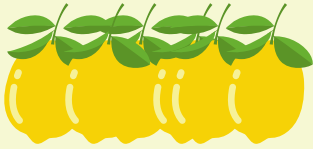
For other things:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

The SECRET

(Strictly Confidential)

Traditional Lemonade Recipe



6 Lemons



1 cup of sugar



6 cups of cold water

Directions:

- 1 Preparation: 10min | Ready-in: 10min
- 2 Juice the lemons to make 1 cup of juice. To make your labor easier, FIRMLY roll the lemons between your hand and counter top before cutting in half and juicing.
- 3 In a gallon pitcher combine 1 cup lemon juice, 1 cup sugar, and 6 cups cold water. Stir. Add just water to taste. Chill and serve over ice.

Nutrition Facts:

Per Serving: 151 calories; 0.3 g fat;
44.9 g carbohydrates; 1.3 g protein;
0 mg cholesterol; 3mg sodium.

MY PRICE LISTS

This is it, the real deal!

Fresh
Lemonade

\$ ____ or
____ ¢

Shaved
Ice

\$ ____ or
____ ¢

Water
Bottles

\$ ____ or
____ ¢

Awesome
Snacks

\$ ____ or
____ ¢

\$ ____ or
____ ¢

\$ ____ or
____ ¢

\$ ____ or
____ ¢

\$ ____ or
____ ¢

LEMONADE STAND SALES

This is where you record each sell.

DATE

CUSTOMER

ORDER

PRICE

TOTAL:

MONEY MATTERS

This is it, the real deal

DATE

WHO HELPED
Most of the day

MONEY EARNED

MONEY SPLIT EVENLY

My Weekly NOTES

Important Things that I might forget

Week: _____

Day 1

Day 2

Day 3

Day 4

Day 5

Day 6

Day 7

Extra

Buntings

Decorate your stall
with fun signage.

You'll Need:

1. Finger-friendly scissors
2. Glue for your cutouts
3. Paper to print on

Paste Here

Cut Outs

For Bunting



Instructions:

Carefully cut out and
Paste on bunting
or anywhere you like.



Cut Outs

For Bunting



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Cutouts

For Bunting



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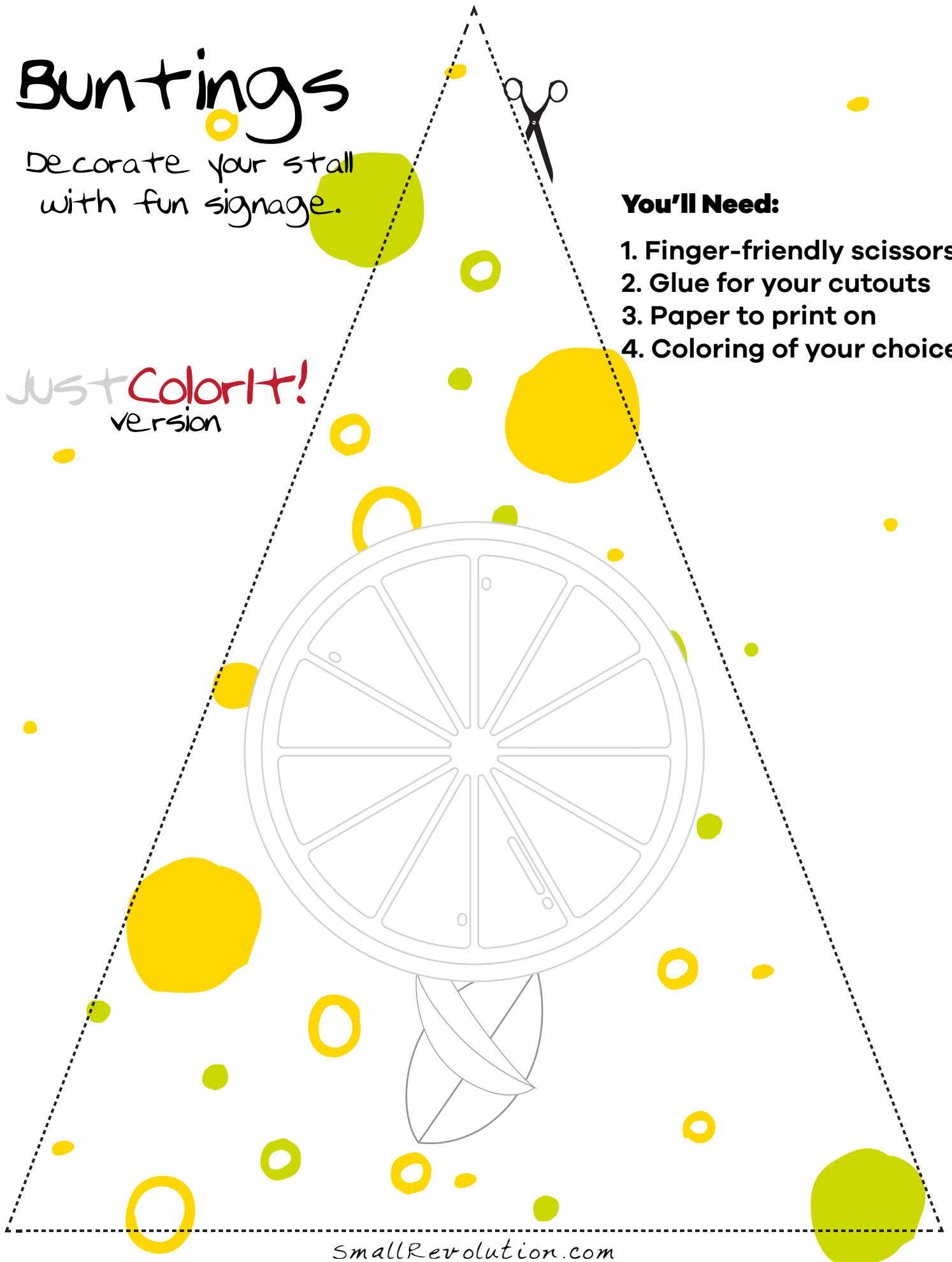
Buntings

Decorate your stall
with fun signage.

Just Color It!
version

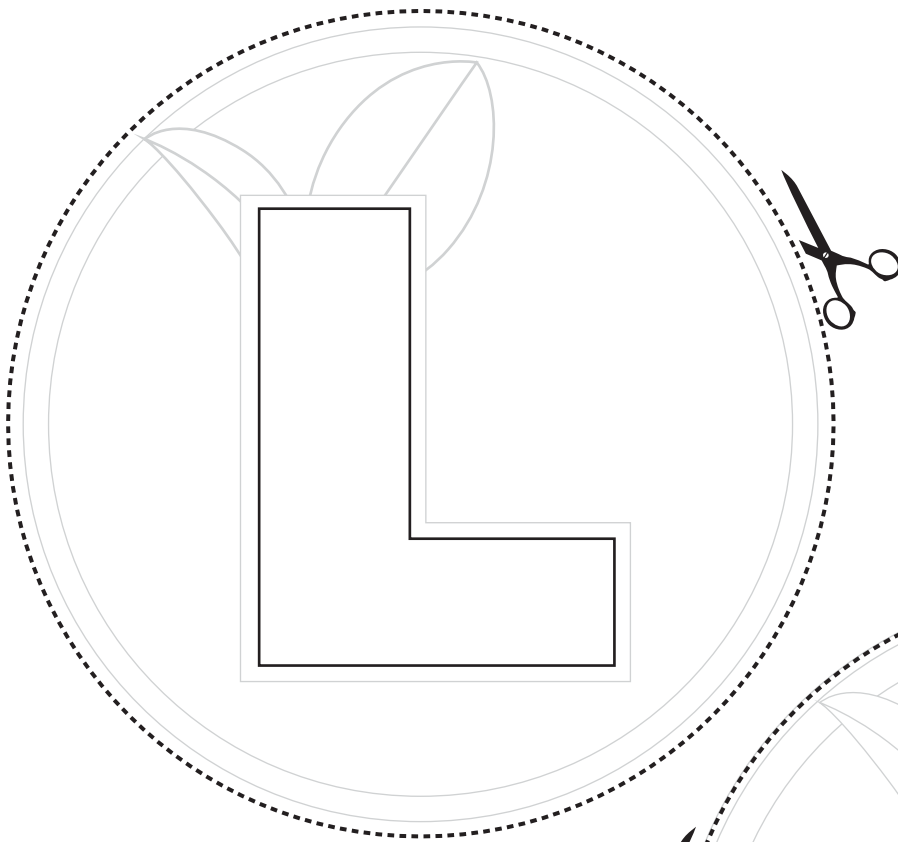
You'll Need:

1. Finger-friendly scissors
2. Glue for your cutouts
3. Paper to print on
4. Coloring of your choice

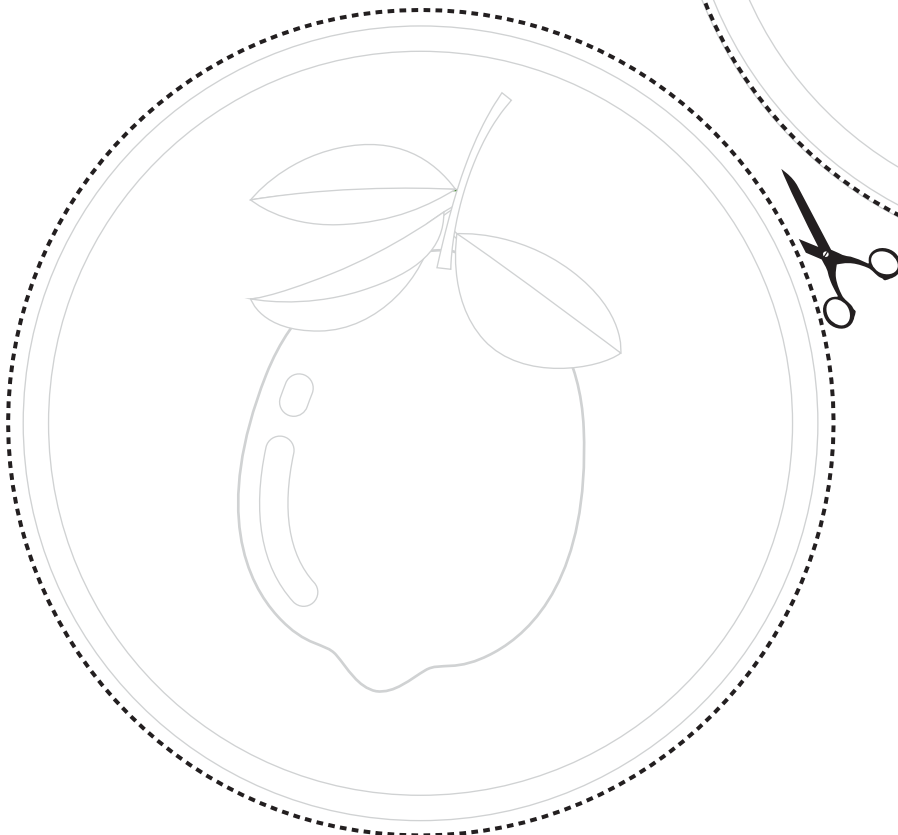
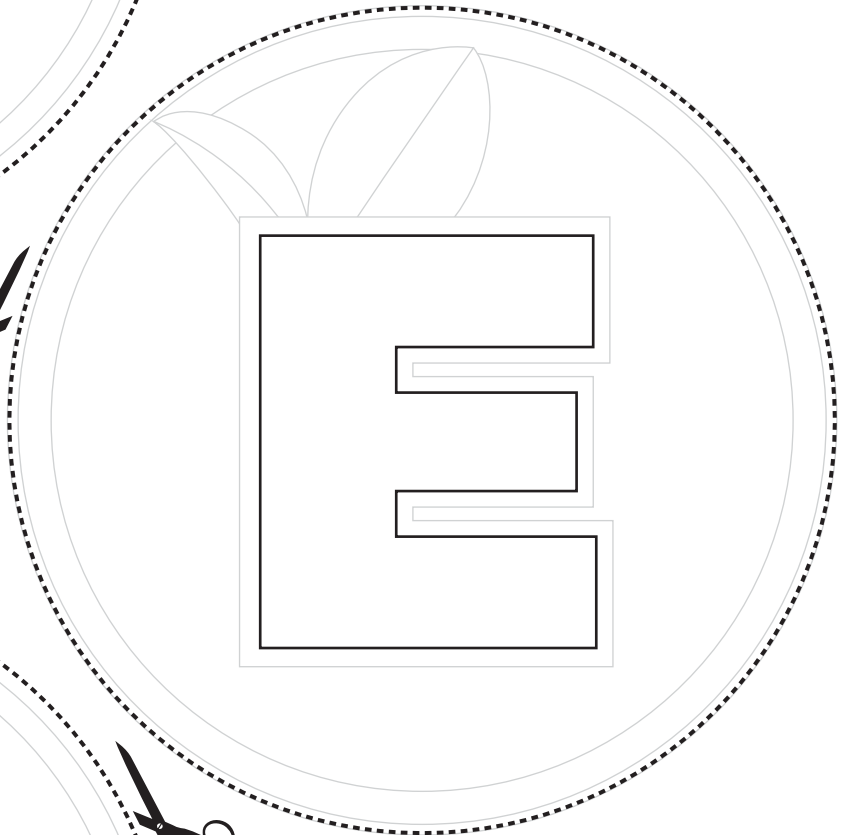


Cut Outs

For Buntings



Just Color It!
version



Instructions:

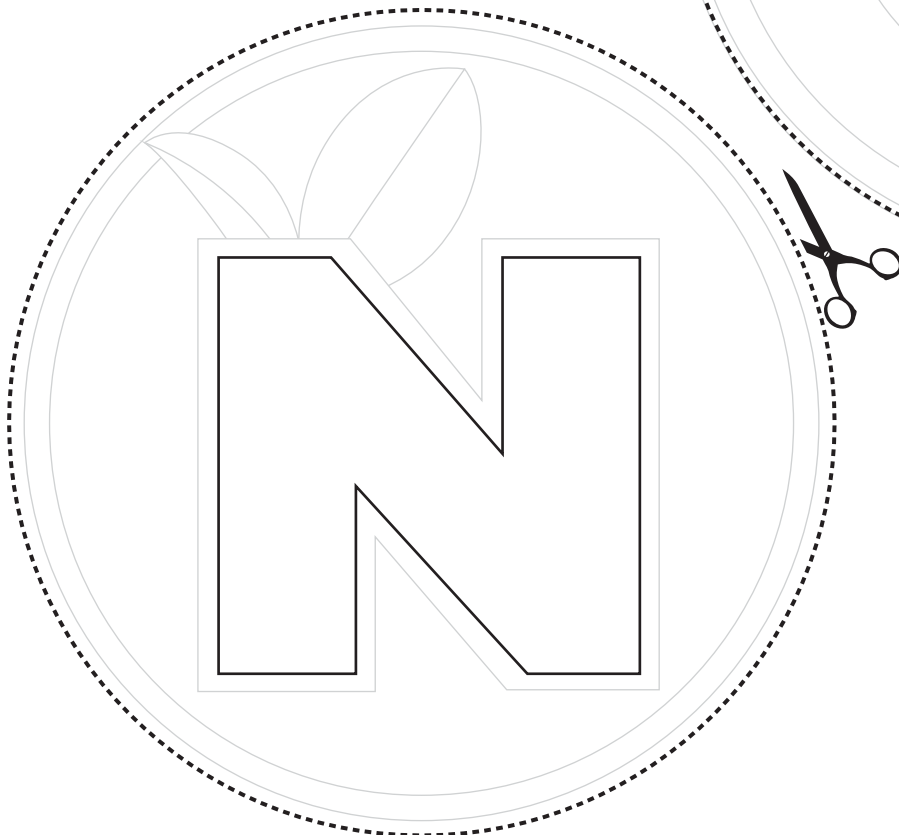
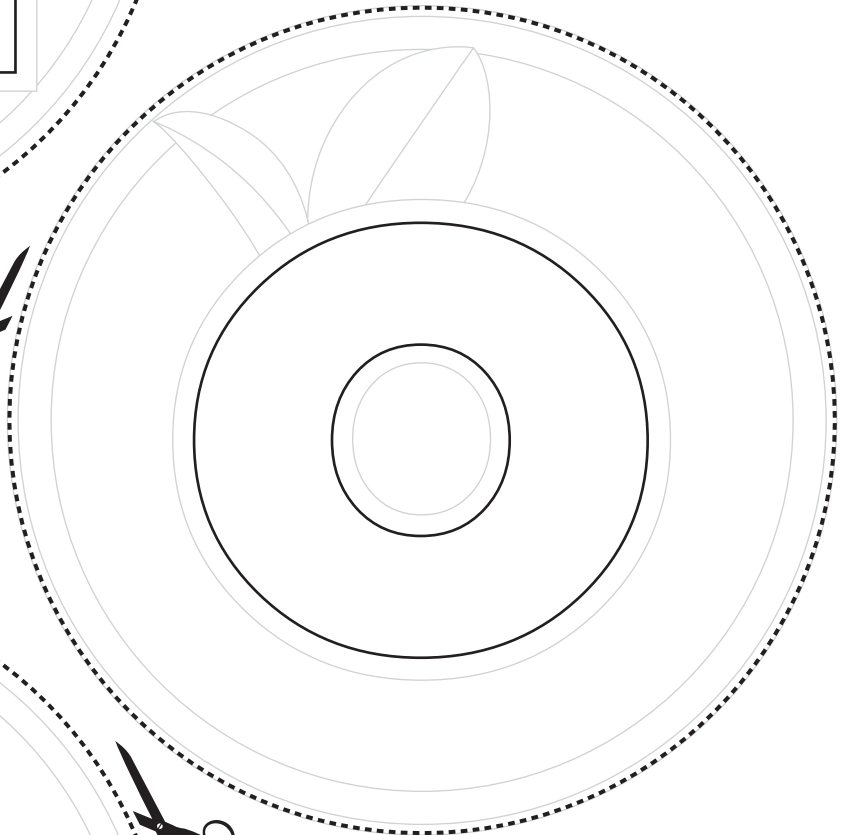
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For Bunting



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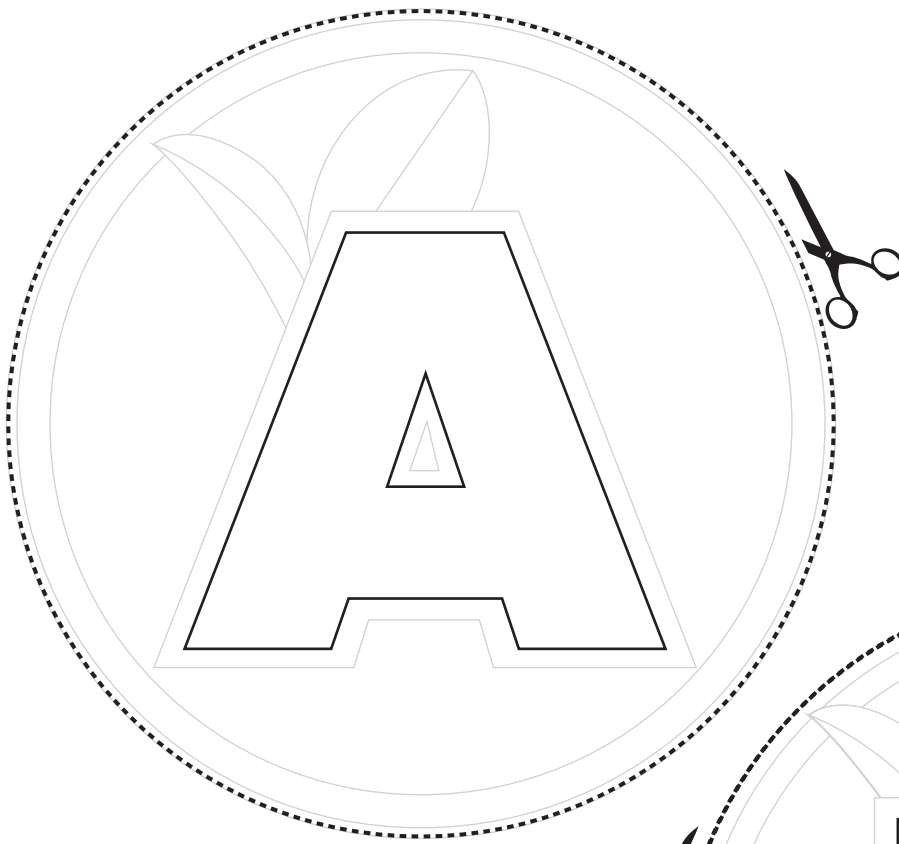


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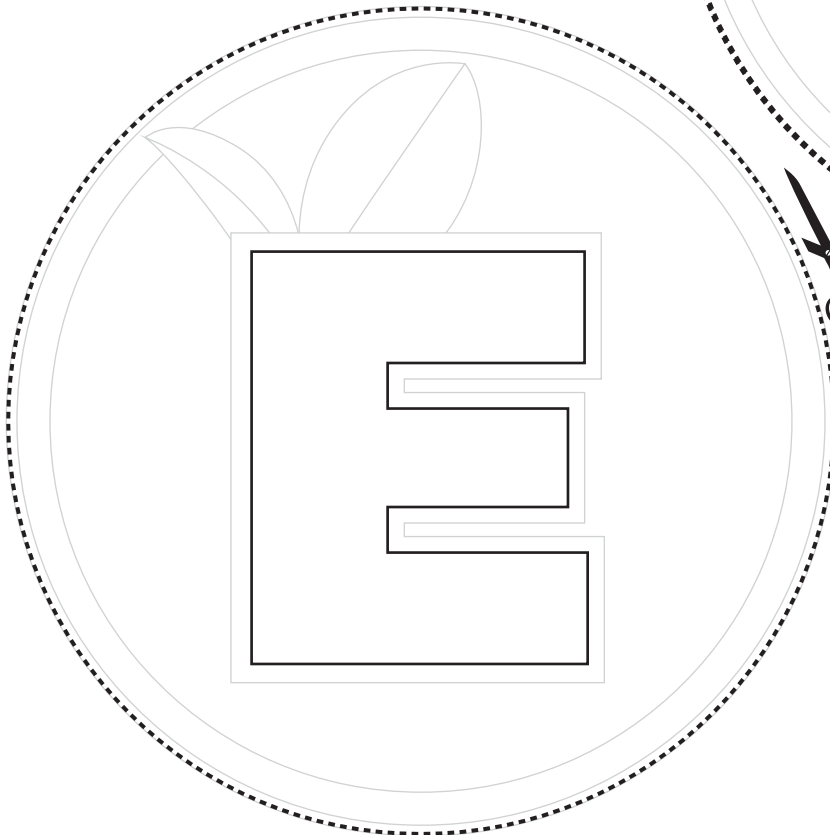
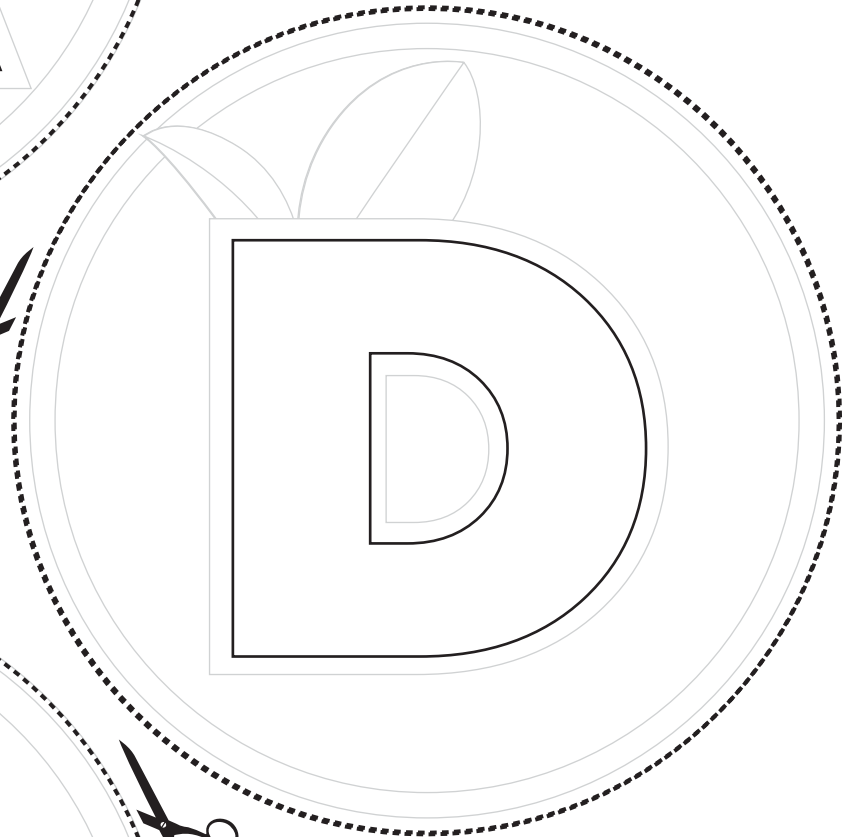
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For Buntings



Just Color It!
version



Instructions:

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or anywhere you like.

Cup Sleeves

