

Set up a Lemonade Stand.



Forward

A series of learning activities that will lead to running a successful lemonade stand in your school or community.

Setting up a lemonade stand is a traditional activity that can fund lots more fun activities in the future.

TAG's programme is designed to work for all ages and can be used in primary and secondary schools to help develop children's Wider Key Skills, maths and D&T abilities. We hope you enjoy our following our plan.

Summary & Introduction

Learn about business while having fun designing, creating and operating lemonade stand.

Some may feel a little too old to work a lemonade stand, tell them give it another chance or just take a little time to plan it out on paper. You'll be surprised to find out how much there is to a lemonade stand, especially if you spend more time on research, planning and design. If you've never done this before we've got all you'll need to get started is available from The Academic Grid ([TAG](http://www.tag.ac)).

We believe whether you're a young child, in your teens or a teacher, you will enjoy doing this.

This plan will help guide you from creating a basic one stand activity to planning and running a franchised model.

Contents

Title	Page
Forward and Summary	1
Contents	2
Where the plan can be completed	3
Outcomes of plan	3
Additional school curriculum ideas	3
Links to UK National Curriculum 2014	4
Resources (Things You'll Need)	5
Rules (Advice for keeping safe)	5
Recipe - for the best lemonade (simple & popular)	6
Other things you could sell at a lemonade stand	7
Tips - In School & Outside (including franchising)	8
Step-by-Step Guide to Setting up a Lemonade Stand.	9
Market Research	13
Market Research Pro Forma	14
How to compete with other Lemonade Stands	15
Design your Lemonade Stand	16
Colour your Lemonade Stand	17
Record expenses and sales (Track Profit)	18

The following are some thoughts on how this program can be used and the possible outcomes that you can expect.

Where you can do this programme

- at home with a parent,
- with a group of friends,
- as a youth or community group,
- a business club ,
- by just working away on your own,
- in school with the help of a teacher,

TAG 

Fun And Social Activity

- This can be very simple activity to get together and have some fun,
- Children will have quite a social and fun day even if they don't sell any lemonade,

Additional school curriculum ideas

- This can also be a drawing exercise which has children draw a lemonade stand,
- This can be a simple writing exercise as children write out a story about running their lemonade stand,
- This can be a story telling exercise as children communicate their story to an audience,

Put Your Imagination To Work As You Plan

- You can learn a lot about business from developing a plan without actually running a stand. It might be fun to dream about the ultimate lemonade stand! Use your great imagination and see what kind of lemonade stand and business you come up with. It is still a good idea to see how your plan works with a real lemonade stand or have someone else try it for you.

Explore Business

- Our entrepreneurship program will also help you to prepare yourself for running a business.
- Learn to apply business basics as you develop your own business

Further Opportunity: Bringing Students Together Through Business

- You may want to use this as an opportunity to put together a "business club" so you can develop your lemonade stand.

What are Wider Key Skills?

Wider Key Skills are skills that are commonly needed for success in a range of activities in education and training, work and life in general. They are:

- Working with Others
- Improving Own Learning and Performance
- Problem Solving

Outcomes:

Pupil: Developing wider key skills - Developing business skills - Improved mathematics

General: A fully operational lemonade stand.

Curriculum Links

Curriculum links UK Primary	
Maths	Round decimals with two decimal places to the nearest whole number and to one decimal place
Art & Design	To use a range of materials creatively to design and make products
Design & Technology	<ul style="list-style-type: none"> • Design purposeful, functional, appealing products for themselves and other users based on design criteria • Use research and develop design criteria to inform the design of innovative, functional, appealing products that are fit for purpose, aimed at particular individuals or groups • select from and use a wider range of tools and equipment to perform practical tasks • select from and use a wider range of materials and components, including construction materials, textiles and ingredients, according to their functional properties and aesthetic qualities
D&T: Cooking and nutrition	<p>Key stage 1</p> <ul style="list-style-type: none"> • use the basic principles of a healthy and varied diet to prepare dishes • understand where food comes from. <p>Key stage 2</p> <ul style="list-style-type: none"> • understand and apply the principles of a healthy and varied diet • understand seasonality, and know where and how a variety of ingredients are grown, reared, caught and processed.

Things You'll Need (The Items in **bold** are essential basics)

- **Lemons** or lemonade powder
- **Pitcher/Cooler**
- **Sugar**
- **Knife** (to slice the lemons)
- Cutting board
- **Box** to put the money in
- Shade, umbrella, or sunscreen (if outside)
- A **table**, trolley or large boxes
- A table cloth
- A chair
- Ice cubes
- **Ice chest**
- Plastic/Paper Cups
- Cookies (optional)
- Measuring Jug
- Water bottles (optional)
- Soda (optional)
- Tip jar (optional)
- Extra Money
- Snacks (optional)
- [A lemonade stand sign](#)
- Signs to get customers
- Big sheet of paper
- Or [Printed Displays From TAG](#)
<http://tag.ac/resources/lemonade-stand-signs-prices-and-main-banner.96/>
- Markers
- Fruit Juicer/Blender or Lemon Squeezer

Teacher/Parent Note:

You can supply the cut lemons

You can encourage children to sell other products & research what people will want.

Rules (Advice for keeping safe)

Place the money box near you or behind the table. Don't put yourself at a stealing risk!

Make sure you have fun.

Never leave your stand unattended or someone could steal all your money/lemonade

Check with parents and teachers to have stands at owned properties.

IF OUTSIDE: Make sure you have an umbrella, shade, or sunscreen. (You don't want to get sunburned.)

Have an adult around to help with slicing the lemons.

Recipe for the best Lemonade!

Okay, so we know you want to jump straight in and get started so this is our recipe. If you've got your own plan you can take it from here, but if you want a little direction, read on.

Ingredients

- + 100g/3½ oz fruit sugar
- + 4 lemons, preferably Sicilian (Make into juice)
- + ice
- + about 1 litre/15¼fl oz sparkling mineral water

Preparation method

1. Squeeze the lemons into a juice.
2. Put the sugar and lemon juice in a jug.
3. Add some ice and top up with the mineral water.
4. Stir to combine.



INGREDIENTS

- + 1 cup sugar (can reduce to 3/4 cup)
- + 1 cup water (for the simple syrup)
- + 1 cup lemon juice 3 to 4 cups cold water (to dilute) (Made from fresh lemons)

METHOD

1. Make simple syrup by heating the sugar and water in a small saucepan until the sugar is dissolved completely.
2. While the sugar is dissolving, use a juicer to extract the juice from 4 to 6 lemons, enough for one cup of juice.
3. Add the juice and the sugar water to a pitcher.
4. Add 3 to 4 cups of cold water, more or less to the desired strength.
5. Put in cooler for 30 to 40 minutes.

If the lemonade is a little sweet for your taste, add a little more straight lemon juice to it.
Serve with ice, sliced lemons.

You can use these recipes to make the best lemonade and do market research into the exact ratios of sugar, lemon juice and water to find your best sellers!

Other Things You Can Sell at a Lemonade Stand

Lemonade

Of course - see our recipe (P6).

Lemon Zest

Lemon is the skin of a lemon and it makes a delicious additive to desserts. If you make lemonade with fresh lemons, you may be throwing away money if you don't peel the lemon. The big problem with it is that it is very hard to get off. The part you want is the yellow--the white bit (membrane) between the fruit and the zest imparts a bitter flavour. Before juicing the lemons, use a potato peeler to remove the zest in large sheets, trimming off any of the white membrane with a paring knife. Store the zest by freezing in individual plastic bags.

Iced Tea

An international tradition. Steps to make Iced Tea:

1. Place water, tea bags and a couple of lemon slices in a clear glass container.
2. Let the sun heat the water, and the tea is made.
3. Make one batch of sun tea ahead of time, and serve it to your customers, leaving the jug that's "in production" as a handy advertising vehicle.
4. You can also make and sell brewed or powdered ice tea, (it's quicker)

Cookies, Sweets and Snacks

If you sell lemonade for £1, it might seem odd to sell other items for much more than that. Simple baked goods like a cookies or Rice Krispie Cakes might sell well. Make them small to make more money or big to be more filling. They are cheap and easy to make, so that you can sell them for roughly the same amount of money as your lemonade. You can also sell bags of chips, pretzels, sweets or other snacks that you buy in bulk and that won't melt outside in the summer. You can sell chocolate in winter.

Friendship Bracelets and Other Crafts

If you are the type of kid whose fingers can't stop moving, your parents may have introduced you the friendship bracelet. These knots of string woven into colourful braids continue to be popular among the tween set. If you have a few friendship bracelets--or any other craft product--consider placing them on the lemonade stand to sell. At the very least, it'll help you pay for more string.

Badges

If you have a badge making kit you could sell badges.

Tips

In school

1. Make sure your stand is very neat!
2. Make sure everything is clean so people will want to buy your lemonade and treats.
3. Have a tip box or jar to earn extra money!
4. To keep lemonade cold, bring along an ice chest to put your pitcher in when not in use.
5. Bring out some change, in case someone only has £1.
6. You can also try selling other things (check out our list on page 7).
Be creative, invent something new, or just sell cookies with your lemonade stand, it's a great seller.
7. Be very polite to any buyer.
8. Try to impress other people by showing a happy smile and make your lemonade stand look clean so they might add an extra tip to your profit!
9. Charge a fair price for your lemonade. (Agree with your school, classmates or teacher)
10. Provide paper or plastic cups.
- You can also use bottles as an option, either charging for them or giving them out free.
11. Use nice juicy lemons, not the hard ones.
12. Go to a really busy place, like a grocery store. (Make sure you ask the manager, although you may have to call the corporate headquarters. If so, it may take a couple of days to plan it.) Have a few friends come over.

Franchise

13. Lease the idea & stand to the other classes, they will run it for a day & you will take a share of the profits!

Out of school

1. If selling outside of school don't forget your water bottles, they really sell with joggers.
2. Don't flag someone down. If they don't have time to have lemonade, don't bother them.
3. If you're polite, they might come back later!
4. Aim to do this on a hot day, not when it's rainy and cold.
5. If you're in a hot-spot where there are a bunch of thirsty people, charge about 0.75p or £1.
6. Make good deals for your customers, such as "Buy 2 Get 1 Free!"
7. You may be losing money for the price of one lemonade, but you will attract more parents with children!
8. Make sure everyone helping gets a fair share of the profit!!
9. Try to explain on your sign what you are selling the lemonade for. Things like charity and relief efforts bring more customers. Though this may attract more customers, do not mention you are selling your drinks for cold, hard cash.
10. Make sure everything is clean so people will want to buy your lemonade and treats.

Franchise

11. Make multiple stands in different places with your friends. That way, you can double or even triple the money!

Step-By-Step Guide to Setting Up A Lemonade Stand

1) First Step - The Lemonade

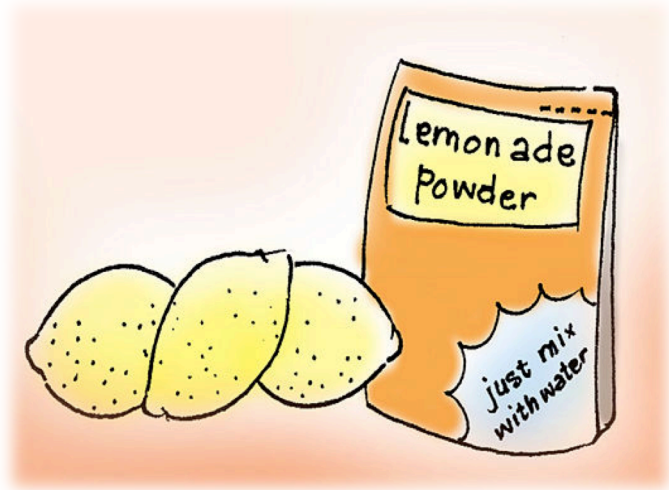
Choose whether you're going to use actual lemons, or just lemonade powder. The advantages of using real lemons are; that it is healthier and more authentic.

Some people prefer the thought of 'homemade' lemonade.

The advantage of powder is that it is cheaper and some customers dislike the pulp of real lemons. Also, lemonade powder is much quicker to make.

But powder is processed and bad for you if you have it too much.

Real lemons are much better and way more healthier to use.



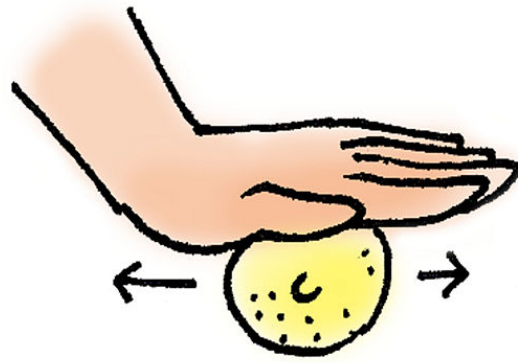
1i) Simple Steps to make it out of powder, it's quite simple:



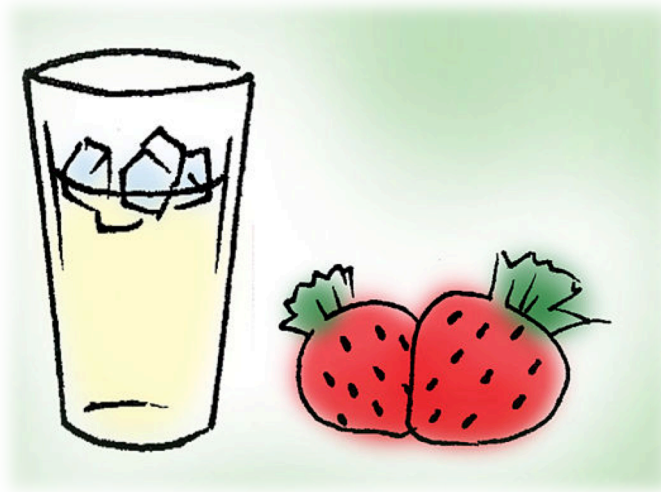
Get the powder, and decide if you want it EXTRA sweet, add in quite a few cups, experiment around with it. Be sure to advise your customers if the lemonade is very sour, or sweet. Especially for those with acid reflux or allergies, so a suggestion to this problem could be to make a few samples maybe and have a list of the ingredients. (You're best off practicing with the recipes and doing market research before getting selling)

1b) Simple steps to making lemonade with real lemons

1. Either squeeze or roll the lemons on a table before slicing in half.
 - This allows more juice to come out when needed.
2. Cut up fresh lemons and squeeze them into a pitcher.
3. Remove pulp to the desired pulpiness.
4. Add water and sugar and mix well using a spoon or blender.
5. Pour into a paper cup, add a slice of fresh lemon and ice cubes.
 - You could also try one of our special recipes on page 6.



1c) If you want make it extra special, then try strawberry lemonade!



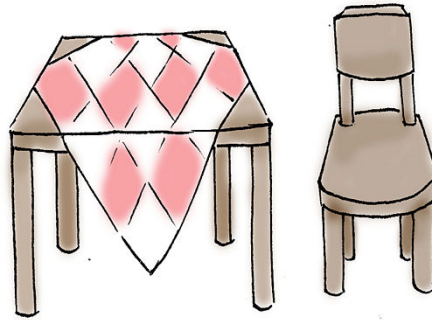
Just get strawberries, peel the green part off and put them in a bag, Then roll it up until it looks pretty mashed, then put them in the lemonade and give it a stir!

2) Second Step - Let's make our Lemonade Stand

If you're doing it in school you'll want to pick a good place where people go to either buy stuff or drink so by the tuck shop or a water fountain is the best place.

If you're doing it at home you'll need to choose your location.

Simply putting your stand outside in front of your house will only attract the thirsty few. Ideal places to open your "business" include the local park and beaches.



2a) Bring out a table, a chair and a paper table cover.

2b) You can actually use any kind of table, even a trolley that you could bring to football games, you may need to get permission to be in some places, ask your parent about where you plan to do this.

2c) If you wish to use boxes simply stack the boxes together to make a flat surface and put your table cloth over the top.

If you're going to do this with friends remember to take enough chairs or stalls for everyone.

3) Place a sign on the ground near you or build a banner (so people can see you are selling lemonade)

Check out TAG's printable signs you can cut out:



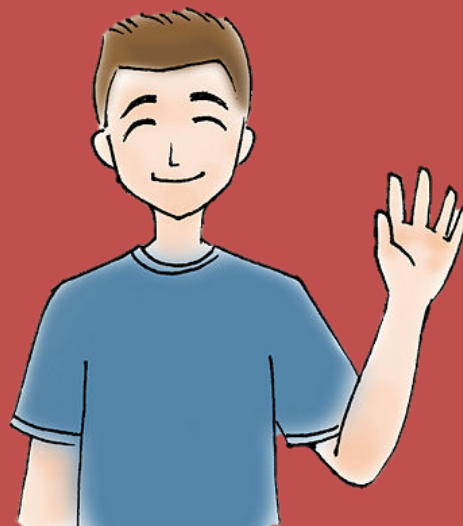
[DOWNLOAD](http://tagac/resources/lemonade-stand-signs-prices-and-main-banner.96/): <http://tagac/resources/lemonade-stand-signs-prices-and-main-banner.96/>

4) Other stuff that can be sold with lemonade:

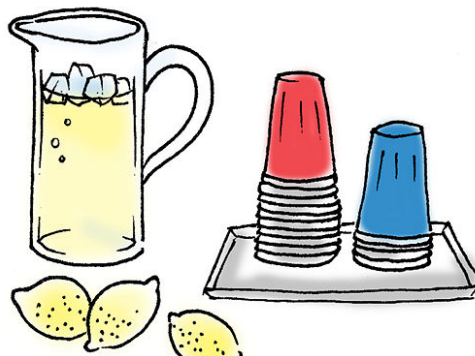
Chips, crisps or a healthy snack like apples. You can also check our list on page 7.



Remember you don't want to get mad if someone doesn't stop at your stand. They may not be thirsty or don't like lemonade or just simply don't have the money on them.



And try to look as clean as you can as to not give the potential buyers a feeling of catching germs



5) Most Importantly: Have Fun!

Market Research

Before big businesses start selling a new product or open a new store, they try to find out what customers want and when and where they want it. You might not have the time or money to do a lot of research but even a little bit helps.


If you've seen other lemonade stands around your town, talk to the children who run them and find out how much they sell their lemonade for and what kind of lemonade seems to sell the best, for example, sweeter or more bitter lemonade.

You don't have to run your stand just like other stands—in fact, you want to make your stand a little different than others to give customers a reason to come to yours—but you'll have a better chance of success if you know a bit about the business. We have a market research template on page 14

Remember:

There are a lot of ways for you to make money besides selling lemonade. If there are already enough lemonade stands in your neighbourhood—business people would say the market is "saturated"—so if that's true or if you just don't like to sell lemonade, consider other options, such as mowing lawns (if you're old and strong enough), washing cars, or other "odd jobs."

Market Research Form

Name: _____		Date: ____/____/____		
1) How many lemonade stands are there near you (If 0 skip to 5)?				
2) How much do they sell their lemonade for?				
3) Do they sell other products (if yes what)?				
4) What is their customers' favourite lemonade recipe?				
5) Make 3-5 samples you and your friends like and share them with your potential customers or other students in the school, let them try all 3. Then ask which one they preferred (Remember to only use about 10% of a whole cup for samples).				
Preferred Flavours (Make a tally or record numbers):				
Version 1	Version 2	Version 3	Version 4	Version 5
Recommended Price: <small>Example: £0.20 / 20p</small>			Other Things We Can Sell: <small>Example: Friendship Bracelet</small>	
Our Recipe:			Things We'll Need:	

Photocopying permitted.

How to Compete with Other Lemonade Stands

1 Perform market research (See Page 13)

2 Choose the best location.

People don't look up lemonade stands in the phone book, so you have to make sure they can see you. If your house is on a busy street or if you live in a neighbourhood with a lot of people, you can set up your stand right at home. Similarly, if you live in an apartment, you may be able to set up right outside the main entrance to your building. Find a place with a lot of traffic, especially people walking. If your house isn't in a good place, ask your parents if they'll let you set up somewhere else, such as outside a shopping centre, on a busy corner near your house, or outside one of your parents' workplaces, but make sure you don't need a licence!

3 Set the right price.

The price you set for a cup of lemonade should depend on three things: the cost of your supplies, the amount people are willing to pay, and the prices offered by competing lemonade stands. You can find out what people are willing to pay by experimenting with the price you charge for a cup of lemonade, but the easiest way to set your price is to see what other stands are charging, and then charge about the same or a little less (maybe even a little more if you offer something better than they do). If you can offer the same quality at a lower price, you'll get more customers. That said, you want to make sure you're making a profit. When your parents are buying the supplies, it's easy to overlook the costs involved, but in the real world you won't be in business for long if you don't make a little money (over the cost of the lemonade, cups, ice, and other supplies) on each cup of lemonade you sell. If you can buy your supplies for less than your competition can, you can also sell your lemonade at a lower price. Look for sales and coupons in your local newspaper, and consider buying larger quantities of supplies to get the best deal.

4 Offer the customer a choice.

You can entice more customers with different flavours of lemonade, such as pink lemonade or strawberry lemonade. You could even try selling limeade (lemonade, but made with limes instead of lemons). Also consider offering a choice of sizes. If you're making your own fresh-squeezed lemonade, you might even be able to sell large bottles of it to people. Encourage people to buy larger, more expensive sizes by pricing them so that they cost less per ounce than smaller sizes. You can also increase sales by diversifying your product offerings, either by offering foods, such as baked goods and other snacks, to complement your lemonade sales, or by offering alternatives to lemonade, such as soda or iced tea. If you offer several products, make sure your customers know about them, and if somebody buys a cup of lemonade ask them if they'd like a cookie as well.

5 Find your niche.

So you've got the best lemonade in town, but what if other stands have lemonade that's just as tasty? Set your stand apart from the crowd by providing something a little different. Do you have a special talent, like juggling or telling jokes? Use your talents to make a name for yourself, and customers will buy from you just to see "the kid who juggles the lemons" or "the girl who tells a joke with each cup of lemonade." You might also donate a portion of your profits to charity. Not only is this a nice thing to do, but customers may also be impressed with your generosity (or, as big businesses call it, "social responsibility"). Consider donating to The Academic Grid ([Donations](#)) our Charitable Reference Number is 0106023214 - <http://tagac/help/about-us>.

6 Set up an attractive shop.

Your stand will probably rely almost entirely on people who stop in while driving or walking by, so you want your stand to look as clean and attractive as possible or they won't stop. You can buy pre-made stands now, but people may probably still like it better if you make your own, as long as it looks good. Use a new-looking table, or use a clean tablecloth on an older table. Letter your signs neatly and in large letters, and clearly and attractively display all the items you have for sale (if you're selling more than just lemonade) and their prices or [DOWNLOAD](#) here: <http://tagac/resources/lemonade-stand-signs-prices-and-main-banner.96/> Add some colour to your stand with helium balloons, flowers or other decorations, and be creative. Most importantly, keep your stand and the area around it neat and sparkling clean. You might also have a line of cars if you keep it nice!

7 Advertise your stand.

Write up signs to stick to trees or posts in your neighbourhood, especially if your stand is just off a main road. You can also ask a friend to stick a couple brightly coloured signs on himself or herself and have him or her ride a bicycle around the neighbourhood, advertising your lemonade stand. Be sure to have a big, neatly written sign in front of your stand. Don't spend a lot of time or money on signs away from your stand. Your best advertising will be your location and word-of-mouth from satisfied customers.

8 Provide exceptional customer service.

Repeat customers (those who come back over and over again) will probably be your stand's main source of income, especially if you set up shop in a residential neighbourhood (at or near your house). You can get people to come back to your stand by treating them right. Be pleasant. Greet customers with a smile when they come to your stand, chat with them while they're there (if they want to chat), and thank them for their business. Make it a point to remember repeat customers' names, and greet them by name or title (Mr, Ms, Dr, etc.) when they show up, and offer them a free cup of lemonade or some other bonus every once in a while. Be professional. No matter how badly your day may be going, you always want to look like you love selling lemonade and that the lemonade business is booming. Customers don't want to hear about your problems, they want lemonade. And your customers are busy people, too. They don't want to have to wait for their refreshing beverage, so always have enough lemonade and other supplies ready, and make sure you can quickly and accurately make change for customers. If business is good, and you have a line of customers, apologize for the wait and show that you're working hard to serve people. Finally, you don't have to wear a suit, but keep your appearance neat and clean. Be accommodating. If a customer doesn't like the lemonade for some reason, listen to them to find out why, apologize, fix the problem, and offer them a free cup or refund. Unsatisfied customers may become your best customers if you impress them with your desire to "make things right."

9 Pay attention to quality.

If you make great lemonade, people will come back for it and choose your stand over others. If you want to make your own lemonade, you can ask your parents how, or you can find tons of recipes on the Internet. Whether you make your own or buy from the store, ask friends and family to try your lemonade before you start selling it, and listen to your customers' comments or complaints once you start selling. Make sure you give people enough ice to keep the lemonade cold, and don't serve lemonade that's been sitting out for too long or that has dirt or bugs in it. Eew, right?

10 Keep track of your sales and experiment a bit.

You can learn a lot from running a lemonade stand, and the more you learn the more money your stand will make. If you're not selling much lemonade, figure out why. Some factors, such as the weather, you can't change, but others, such as price and type of lemonade, you can. Use some trial-and-error to make your stand the best it can be, and learn from your mistakes—when life gives you lemons make lemonade.

11 Teamwork is vital.

Instead of going solo, grab a friend (preferably one who is actually interested in your stand). Besides being more fun, this way you can have one person running down the street advertising and one person remaining at the stand to serve customers.

Draw/Colour your lemonade stand



Photocopying permitted.

Design your lemonade stand

Photocopying permitted.

