

Business Plan With a Purpose



BUSINESS DETAILS

Business Name:

Leila's Lemonade

Created By:

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Product or Service Idea: What is your big idea? What Will you sell? Is it a product or a service? How does it help people? Be as specific as possible.

I will sell my delicious lemonade for people of all ages to enjoy in my neighborhood. It is a product that will help my customers cool off in the summer heat.

Business Logo:



TIP: Logos are simple to create but should require some thought! They are one of the first things a customer might see when they search for your business or look at your business card. They should be simple, appropriate, memorable, and original.

SPREADING THE WORD

Your Customers: Who will be your customers (i. e. adults, kids, animals, etc.)? How old are they? Where do they live? What are their interests? What problem do they need solved?

My customers will be people of all ages. They live in my neighborhood, because I will be selling in driveway. They will be attracted to my lemonade stand on a hot summer day.

Pitch: What will you tell others about your product or service in 15 seconds or less?

This summer, you should buy my lemonade because it is a refreshing drink for a hot day! My lemonade is fresh-squeezed and I make new batches every few hours! And, it's only 75 cents!

Marketing Strategy: Where or how will you tell people about your business (i. e. emails, fliers, signs, online, word of mouth, etc.)? What materials will you need for your marketing strategy?

I will create a flyer that I will pass out to my neighbors. Additionally, I will make the flyers digital so that I can post them on my social media platforms.

MAKING THE MONEY

Startup Costs: Where will you get money to start your business (i. e. savings account, loan from family, etc.)?

I will receive my startup costs from my parents, who have agreed to help me with the start of my business.

Materials: What materials will you need for your product or service (fliers, business cards, posters, equipment, tools, etc.)?

I will need lemons, ice, water, sugar, a pitcher, cups, and a table and chair for my stand.

Cost of Materials: How much will the materials cost?

20 pounds of lemons - \$39.20	*this does	Ice, water, a pitcher, and a
10 pounds of sugar - \$15.99	not include	table and chair will be found
200 foam cups - \$6.88	taxes*	and home and not paid for.

Cost Per Unit: What is the cost of making EACH product or providing EACH service?

$\$39.20 + \$15.99 + \$6.88 = \62.07 for 200 servings of lemonade

$\$62.07 / 200$ servings = \$0.31 per serving

Pricing: How much will you charge? Make sure you set your price above the cost per unit.

I will charge \$0.75 per lemonade.

Profit: How much will you make on each sale after you subtract your expenses?

I will make \$88 on 200 sales after expenses.

$\$0.75 - \$0.31 = \$0.44$ $\$0.44 \times 200$ servings = \$88

DO SOME GOOD

Profits Plan: What will you do with the money you make? Will you buy more supplies? Donate? Save? Make a plan for spending, saving, and sharing.

All of the money I make, after paying the expenses, will go to buying more supplies and donating to Produced With Purpose to support their mission of inspiring young people to create a business just like mine!

NOTES

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with PURPOSE