



Lemonade Day!™

Lemonade Day is a fun, experiential program that teaches kids K-5 how to start, own and operate their very own business: a lemonade

stand. Lemonade Day's program builds self-reliance and financial literacy, and introduces important business & entrepreneurial skills. Children experience a new level of confidence and see new possibilities for their future—as leaders, volunteers, and forward-thinking citizens.

Visit LemonadeDay.org to find out when your city is participating. If your city is not on the list, please email us at info@lemonadeday.org so we can get them involved.

FOUR STEPS TO SUCCESS!



SET A GOAL



WORK THE PLAN



MAKE A PLAN

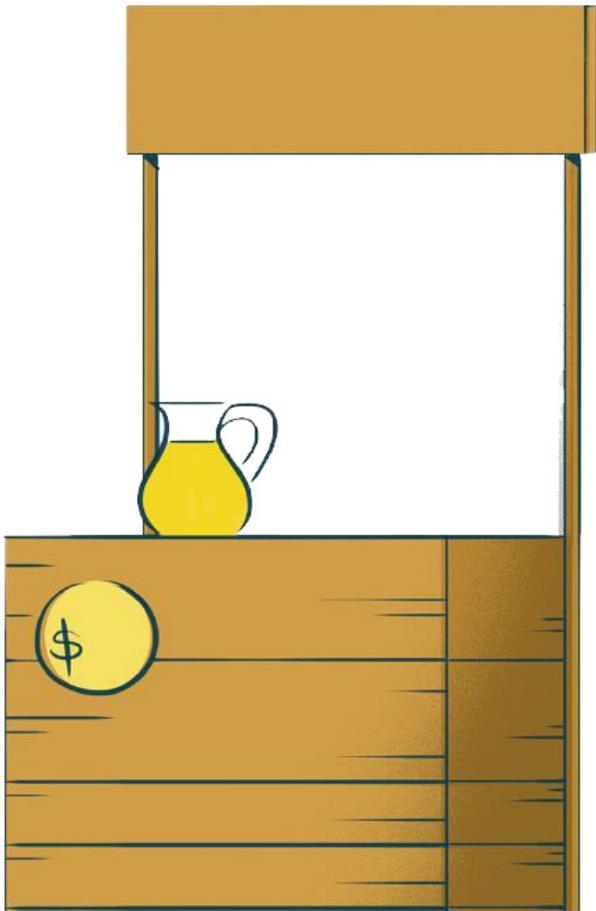


ACHIEVE YOUR DREAM

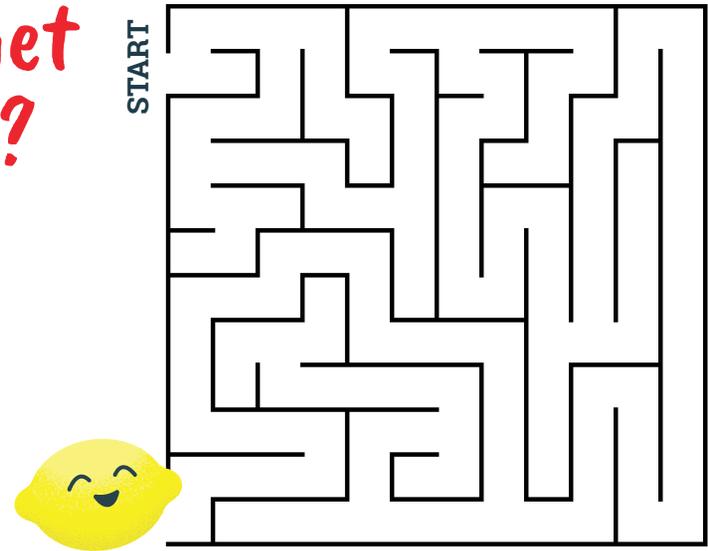
New Vocabulary Words to Introduce:

Entrepreneur:	A person who starts a business for the purpose of making a profit
Business:	The selling of goods or services to make a profit
Revenue:	All the money that comes into your business
Expenses:	All costs related to your business
Profit:	The money earned from sales after expenses are paid
Goal:	What you want to achieve
Budget:	A list of all planned expenses and revenue
Advertising:	Everything you do to tell future customers about your business

Decorate your own stand!



Can you get to Lemmy?



Complete the words.

B U D G _ T

G O _ L

B U _ I N E S S

SUCCESS IS SWEET!



Kayla's mom continued, "As part of your planning, you will need to get an idea of the cost of the items on your shopping list so you will have an idea or estimate of how much money you will need to start your business." Kayla and her mom researched how much things cost by taking a trip to the grocery store and looking online for the cost of ingredients and supplies.



LEMONADE LESSON:



Lemonade Day!™

Cost Per Cup

Based on their research, Kayla and her mom calculated the approximate cost per cup of the following types of lemonade. Kayla provided these costs to help you in calculating the cost of your lemonade. She decided on an 8 oz. serving. If you choose to price your own ingredients, your costs may be different.

Fresh squeezed lemonade.....	\$.68
Powdered lemonade mix.....	\$.16
Frozen mix.....	\$.29
2-liter bottle	\$.18
Single serve bottles/cans.....	\$.28
Single serve powder	\$.47



Select which type of lemonade you would like to make and enter the Cost per Cup of Lemonade in the chart below.

Kayla's research indicated that supplies cost an average of \$.10 per cup. Enter the Cost of Supplies per Cup in the chart below.

Adding the cost for your lemonade ingredients and the cost of your supplies will give you the Cost per Cup of your lemonade product.

	Instructions	Amount
Cost per Cup of Lemonade	Use the estimated cost for the kind of lemonade you want to make from Kayla's research or calculate your own	\$
+ Cost of Supplies per Cup	Use the estimated cost of \$.10 from Kayla's research or calculate your own	\$
= Cost per Cup	Cost per Cup of Lemonade + Cost of Supplies per Cup	\$

(Cost per Cup)

Price Per Cup

You also need to decide on your selling price. Think about the type of lemonade you are selling. You may be able to charge more if it has extras. Consider the amount people are willing to pay and the price charged by other lemonade entrepreneurs. (Kayla's market research suggested that the range of selling price per cup is \$.50 to \$2.00)

How much do you think you can charge per cup for your lemonade? \$ _____

(Price per Cup)

You have made some smart decisions about your product and are one step closer to being ready for Lemonade Day.