

# business plan

Stand name: \_\_\_\_\_

Team Members: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Location:** \_\_\_\_\_

**Parent/Guardian Name & Phone #**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Business Plan



Alice Chamber of Commerce  
Presents

## 2019 Lemonade Stand Day

For students third to sixth grade

Saturday, May 18, 2019

9 am - 1 pm

Sponsored by



First Community Bank    Texas Champion Bank

*20 Percent sold will be donated to the Alice Food Pantry*

# 2019 Lemonade Stand Day Business Plan

## What is a business plan?

A business plan is a written document that describes an idea for a product or service and how it will make money. It includes your marketing plan as well as estimates for revenue, expenses, and how to make a profit.

## Why do I need this?

A business plan is like a roadmap. It allows you to plan out the various aspects of your business on paper, and keeps you from making unnecessary mistakes later on. It helps an entrepreneur think about the costs associated with starting a business and show banks that you are serious about your idea.

What is your big idea? Sell Lemonade

Is it a product? A service? A Product

What makes your lemonade Unique \_\_\_\_\_  
\_\_\_\_\_

Why will people buy it? \_\_\_\_\_  
\_\_\_\_\_

## MARKETING

Who will be your customers? \_\_\_\_\_

Are customers adults? Kids? Teens? Men? Women? Where do they live?  
\_\_\_\_\_  
\_\_\_\_\_

Where will you sell your product or service? \_\_\_\_\_

How will you get the word out about your stand? \_\_\_\_\_  
\_\_\_\_\_

Will you email your friends? Put up signs? \_\_\_\_\_

What is the name of your stand? \_\_\_\_\_

Is it unique? Memorable? Easy to pronounce? \_\_\_\_\_

## FINANCES

**STARTUP COSTS** — *The amount of money you need to launch your business is called the "startup cost".*

Each team of three will be given \$50 to start your stand donated by our sponsors, First Community Bank and Texas Champion Bank. Funds will be available on Monday, May 13th beginning at 5:30 pm.

What will you need to buy before you can get started? Materials? Equipment?  
\_\_\_\_\_  
\_\_\_\_\_

## Lemonade Stand Day

Each team will be assigned a location. Twenty Alice Chamber of Commerce members have volunteered their location. You will need a table and two chairs.

Each team will begin to sell at 9 am and end at 1 pm.

All funds will be turned in to the Alice Chamber of Commerce to be counted by the bankers. Twenty percent of the sales will be donated to the Alice Food Pantry. The remaining profit will be divided among the teams equally.

The Top Team will be awarded the Entrepreneurs of the Day award.