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# Lemonade Stand



# Introduction

Welcome! We are excited that you want to start your very own Lemonade Stand! Through our Kids Club program, we love to educate kids on saving their money but wanted to do something fun and inspire you to become a young business owner!

The most important part of starting your own business is figuring out your product, marketing and finances and we are here to help!

Whether you are saving up for something, wanting to donate your profits, or saving for your future; we want you to have FUN!

-American State Bank and Perspective Insurance

# Getting started

## What type of lemonade will you offer?

Owning your own business is to provide a product that everyone will love but also be unique! You can offer regular lemonade or offer something unique or additional options. But remember the more options you have the more expenses you have. Try a flavor of the week or offer 2 options versus 3 or more. Be creative and give your lemonade a special name!

## How do I know what kind of lemonade to sell?

Ask friends and family for ideas and a list of their favorite flavors. Take a survey of their top 3 - this is called market research.

## What will your lemonade stand look like?

We have provided you with a yard sign for customers walking or driving by to see you. You will want a table and a chair to sit by. Make sure you make it bright and fun for all to see!

## How will you advertise your lemonade stand?

In order to make sales, you need customers! On your sign, write the dates and times you will be open for your friends, family, and neighbors to stop by! And ask them to tell their friends and family!

Starter kit:

- Signage 18x24
- Kids Club Lemonade Pitcher
- Cups (25)

# Sales & Expense Sheet

How many glasses of lemonade did you sell? \_\_\_\_\_

How much money did you begin with for spare change? \_\_\_\_\_

How much did you spend on lemonade? (Expense) \_\_\_\_\_

How much did you spend on other materials? (Expense) \_\_\_\_\_

Date	
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Sales	
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## Expenses

Description	Cost
Total Expenses	

Net Profit	
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\*Extra sheets attached.

# Definitions

**Expenses:** the cost required to run your business

**Net Profit:** the money you earned after subtracting all expenses

**Market Research:** research of a new product or service conducted with protentional customers

**Loan:** sum of money that is borrowed and expected to be paid back.

**Insurance:** paying for protection if something goes wrong.

**Spare change:** extra money to give customers in exchange for their cash or change.

# What did you learn?

As business owners, you will always learn something from your experience, and we want to hear about it. Please write a note (or your parents) to tell us about how you did, what you learned and what you could improve for next time. Include your Lemonade Stand name and submit photos of your stand for a chance to win a prize!\*

Thank you for participating in our Lemonade Stand this summer! We hope you had fun learning about owning your own business!

-American State Bank and Perspective Insurance

\*This information can be emailed to [info@myasb.com](mailto:info@myasb.com)

## Let's Party!

We want to celebrate your hard work! Turn in your "What did you learn" and we will celebrate with a Pizza Party and prizes in August! Date TBD.

# Hey Parents!

We wanted to do something fun and educational for the kids this summer. We understand that this may not fit your busy schedules.

- They can do this as many times as you allow them to. We plan to promote this during the months of June and July.
- Feel free to start and stop whenever works in your schedule.
- We would love your help by promoting this on social media. Please tag us and use hashtag #kidsinbusiness
- We would love to hear feedback or if you have additional questions, please email, or call Jenna Sneller at [info@myasb.com](mailto:info@myasb.com) or 722-4846.

## \*Disclosure:

The Lemonade Stand program is for kids ages 0-12. One starter kit per household. You do not need to be an American State Bank or Perspective Insurance customer to participate. By emailing pictures to us or by posting pictures on social media, you are giving American State Bank and Perspective Insurance permission to use your likeness in promotional material. We reserve the right to end this promotion at any time. Member FDIC.