The Lemon+Aid Stand

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1. Develop a creative name for your Lemonade Stand, and then explain why a name is important when you are considering branding options?

I chose to name my business the Lemon+Aid stand (pronounced lemonade stand) because it is fresh all natural, no GMO, no pesticide, certified organic lemonade. To heal nature, your body, and your thirst. This name would be very important when branding and marketing it around the world as a health alternative to soda. Using a little red cross and spelling it with aid on the end would convey the image of health and honesty.

2. Create a Mission Statement for your Lemonade Stand; then explain why a mission statement is important for any company?

Lemon+Aid helping heal nature with protected lands around the world, while healing your body with all natural ingredients packed with vitamins, and healing your thirst with a sweet taste that soothes the soul, so we can all live a little better.

3. You are very involved in your community; please outline your CSR plan for your business.

Lemon+Aid is dedicated to corporate social responsibility thats why we make sure that none of our farmers use pesticides or GMO plants for our lemons and sugar cane. This will prevent more genetic pollution from mixing with the plants we ingest, and prevent toxic chemicals from poisoning our soil and water supplies. And we only use bee's for pollination of our orchards, protecting our part of the cosmos for future generations. All of the work is done by hand from the farm to the processing to cut back on fossil fuel usage. And the employees are paid higher than average wages, to ensure a good standard of living for everyone involved in making our vision come to fruition. Which is you and your family enjoying a delicious refreshing glass of our handmade Lemon+Aid.

4. The textbook lists many different types of pricing strategies, please pick one of these and explain how you will deliver on this strategy with your stand.

I would start with a cost based pricing model until I knew we had a big enough customer following. Then I would change to a value based pricing model as the demand changed. This would ensure that we are able to get the company started and build a reputation for quality and taste before starting to raise the price based on what the customer is willing to pay, which will hopefully be way more than our costs.

5. Even though you only sell to local customers, you understand that you could package your lemonade and sell it online globally. Evaluate whether or not the company should go global by creating an online presence and selling your lemonade online.

Our website would focus on our companies almost altruistic way of making Lemon+Aid. Showing lots of pictures of our smiling employees on the farms and processing the lemons or getting a paycheck. For our global markets we want to focus on the wealthier countries in Europe and North America that appreciate the all natural product we have to offer and are willing to pay a small premium for the knowledge that they are helping the universe when purchasing our Lemon+Aid. But for our suppliers it will mostly be poorer countries in South America and possibly Africa as that will be the cheapest labor and cost of resources, allowing for the biggest profit margin. The biggest expense will probably be shipping the Lemon+Aid all over the world. We would start with advertising online with the younger generation and then try to move our product into specialty grocery stores like Whole Foods, Sprouts, or Trader Joe's and health conscious restaurants. Since we wouldn't have our own store front I would make sure that we send out display items and ideas for the stores that will be selling our product, in hopes of drawing more attention. I would also make sure to sponsor band tours and big events that we can give free sample out. So that our name is everywhere young people like to go and connected to hip things.