Let me introduce you to the Lemon+Aid principles and beliefs. We strive to make an amazing product that generates good profit while looking out for the environment and our employees. We only use fresh all natural, no GMO, no pesticide ingredients to make our product. And the slogan ***to heal nature, your body, and your thirst*** will “occupy distinct and desirable competitive positions” (Bovee and Thill, 2013, p. 305) in the minds of our customers.

We started with a cost based pricing to make sure that we could afford to enter the market. This has allowed us to get a reputation for quality and taste early with the widest customer base possible. After a focused advertising campaign we plan to switch to a value based pricing in order to maximize profits. Our product will always be hand made, either fresh in North America or bottled in South America.

It can be hard to build a store around lemonade so we're taking a different route, using smaller Lemon+aid stands, mobile Lemon+aid trucks, and bottled Lemon+aid. We will be making the stands just big enough to fit the staff and equipment inside, cutting reality costs. The mobile trucks will go around to local events to promote our product. Both the trucks and stands will provide fresh squeezed and bottled Lemon+Aid for sale, as well as take back empty bottles for recycling. The rest of our market is going to focus solely on selling bottled Lemon+Aid at stadiums, theme parks, and specialty grocery stores. Which will make us the most profit since cost of production in South America will be cheaper. This is a model that is meant to expand to all major cities.

The first thing we will do with our $10,000 is make $500 donations to 5 different local sports parks to put up our logo on their sign and score boards. The agreement would also allow our mobile Lemon+Aid trucks to show up at events. Then we'd use another $2,500 to team with a local theme park and cross promote our products for the summer. Our money would go to advertisements and the printing of coupons for the theme park, that are given away with purchase of our Lemon+Aid, and tickets that we raffle off. The deal will allow us to sell our bottled products at these theme parks, and recoup our costs. The next $2,500 would go to sponsoring a popular concert tour. Our logo will be on their advertising and at each stop of the tour attendants will be allowed a free sample of Lemon+Aid. The last $2,500 will go to a heavy Internet marketing campaign, in which we highlight the altruistic way we make our Lemon+Aid by helping the environment, our employees, and our customers, while suggesting that we are a better alternative to soda.

Our optimal employees will be energetic kids between the ages of 16 and 24. With truck fleet managers and stand managers being in their thirties. We will focus training on product knowledge, customers service and up selling. We will have 2 month long contests running at all times for our employees, helping promote increased sales and productivity. The customers will be able to fill out reviews in-store and on-line. Each month the employee with the best customer reviews gets a paid day off, of the managers choosing. I would also have a running sales contest in which we give each employee individually marked coupons to hand out. One employee at each location who has the most coupons used for sales will get a $100 bonus. This “offers pleasant consequences for particular actions or behaviors, increasing the likelihood that the behavior will be repeated” (Bovee and Thill, 2013, p. 231). Then we can use the reviews and tracked sales to determine who's an employee worth promoting and who might need to be let go, because they don't have a positive effect on sales or customer service. Since we plan to give out lots of coupons we will factor that into the sales price to make sure we don't lose any profit.

As you can see the business we want to create is not going to be a small lemonade stand for long. With the commitment to community, environment, and profitability we intend to be a major distributer of lemonade across the globe. We hope that you will take this opportunity to join our family and invest in a healthy future for us all.

Bovee, C., & Thill, J. (2013). Business in action (6th ed., p. 305). Upper Saddle River, N.J.: Pearson.

Bovee, C., & Thill, J. (2013). Business in action (6th ed., p. 231). Upper Saddle River, N.J.: Pearson.