

A business venture

Proposal presented by Kirstlee, Kelan and Shavaughan

Proposal

To set up a lemonade/juice stand and sell juice to customers.

Target market

Customers (People who pass by the kindergarten)

Action plan

1. Decide what juices to sell.
2. Design juice stand.
3. Name the stand.
4. Decide on where we will get the fruit from for the juices.
5. Decide on cost of juice.
6. Promote our product to potential customers.



The planning stages

The girls plan and design the stand, setting the price at 50 cents per cup. Shavaughan suggests a trial run with a pretend juice stand!!

They promote their proposal at mat time to other children and to parents, chatting to them and organising people to bring in bags of fruit to enable them to begin production the following day.

The girls organise Judy to bring in her juice machine.

Kirstlee sets to work on the laptop making the signage "Kirstlee's Lemonade/Juice stand. 50 cents a cup."

Kirstlee decides on the name without a challenge from the other two girls!!!

Designing the tablecloth

The design team set to work on the tablecloth under Kirstlee's supervision and instructions. Their brief: The colours to be pink and purple only and the design to be floral!



Production begins



Production begins with a strong team of willing and eager workers. Oranges, bananas, apples, carrots, pineapples and heaps of tangelos (thanks to Tamara and Andy's dad) are peeled and sliced, and a "mixed juice" is decided upon for promotion on the first day of business.



Open for business

The lemonade/juice stand is set up. Tables are resplendent in their floral tablecloths and the girls are ready and eager to attract any passers by. Business is booming and they are "SOLD OUT" in all of 20 minutes.

Customer satisfaction

Customers declared the product to be "yummy" and "delicious" and a production run was set for the following day!



Profit margins

Kirstlee counts the takings after 3 days of production and the addition of muffins to the product range. Their profit - a tidy \$154.00!!!



Evaluation

It was wonderful to see an idea flow from a conversation that I had with the girls. Their ideas were very definite and they were always confident that they would work.

Although they were the initiators and often took charge in certain situations, it was great to see how so many other children and parents came on board and supported their ideas and plans. In one way or another the majority of the morning session children and parents were involved in their business venture, whether it be supplying fruit, working as part of the design or production team or simply as satisfied customers!!