Business/ Event Plan



Mr. Jones' Lemonade Day March 28/ 2012 Ver 1.0

Cover Page

An exemplar students for students planning an event

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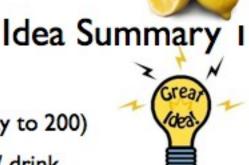
Executive Summary



- Lemonade stand at school on a (warm) Friday
- Promoted as profits to charity:
 "Toonie for Lemonade for Needy Kids"
- Forecast I50 drinks (capacity to 200) at \$2/ drink
- Forecast profit of \$181

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- Lemonade stand at school
- On a (warm) Friday
- Profits to a kids charity
- Forecast 150 drinks (capacity to 200)
- \$2/ drink based on I lemon/ drink
- Prices as of 25/Mar/2012
- Approx. 300 students so break even at 69 servings (25% penetration)



Idea Summary 2

Lots of promo -

"Tonnie for Lemonade for Needy Kids"

- 30 (20%) discounts/ pre-sales
- Approvals from the school
- Self-financed \$230
- Pricing contingency: Sale \$1.50 or even \$1.00
 - Breakeven analysis:

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Classic Lemonade

Lemons, sugar and water. The most simple lemonade recipe, and yet so refreshing. Your drinks don't have to be complicated to be refreshing. Make up a jug today, and relax on the patio.

Recipe

Ingredients:

• 6 lemons \$0.58/lemon • 6 cups cold water \$0.08 per

• 1 cup sugar \$0.18/ cup = \$0.03 per

\$0.69 per

Preparation:

Juice your lemons, and you should get about 1 cup of fresh lemon juice. You can use bottled if you must, but the flavour won't be as crisp. In a large pitcher, mix lemon juice, water and sugar. Stir lemonade well and serve over ice, with a lemon slice or two to garnish.



Start-up Expenses

Lemons (200 * \$0.58) \$116

Ice (4 * \$2.50) \$10

Sugar (200*\$0.18/6) \$6 (7 kg)

Plastic cups (200 * \$0.03) \$6

Total Start-up Expenses \$138

Start-up Assets

Pitcher (4 qts +) \$12

Cash \$80

Total Assets \$92

Total Requirements \$230



* Not included:

Juicer

Water

Paper

Misc. © Duncan Jones 2012

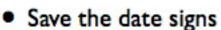


- 75 at lunch sales
- 75 after school sales
- 2 people Preparation and Sales/ Serving
- Pre-make I pitcher (6 lemons 2 quarts)
- Timing:
 - 72 servings/ 12 per = 6 batches
 - 5'/ batch = 30' total



- Students like lemonade
 - Especially on hot days
- Market Analysis Summary
- Lunch or end of day drink
- Approx. 300 students
 - Breakeven at 69 servings (25% penetration)
- 150 servings = 50% penetration !!
 - Opportunity for buying > I glass

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- \$2 (toonie) price
- Profits to charity
- Pre-sell discount coupons
- Few free coupons for events
- Samples to teachers to get testimonials
- Announce for a week over AM PA system



Competition (Pricing)



- Professional vendors sell fresh squeezed for \$4.50 for a large glass
- A large glass uses one lemon I asked the vendor
- Our price is was set lower (\$2) as we are selling to students and do not have to pay rent/ vendor fees or salaries.



Strategy &

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- Promote hard
 - Date
 - Bring money (\$2)



- Implementation Pre-sell discount coupons Summary
- Measure pitcher and standard cup with sharpie
- Misc: Ic measuring cup, cloth, juicer, bags, cooler, change \$60 in \$0.25 = 3 rolls, \$20 in \$1 = 1 roll,sharpie, stirrer, catch glass, peeling knife
- Water, table, garbage, signage



Sales Forecast



Sales

Lemonade AM (60 * \$2.00) \$120

Lemonade PM (60 * \$2.00) \$120

Discounts (30 [20%] * \$1.50) \$ 45

Total Sales \$285

Direct Cost of Sales

Lemon/ Sugar/ (150 * \$0.69) \$104 lce/ Cup (65% margin)

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Milestones

Milestone	Start	End	\$	Who
Develop Plan	23/Mar	25/Mar		DJ
Test Recipe	24/Mar	24/Mar	\$0.70	DJ
Seek Approvals				
Secure Financing	24/Mar	24/Mar		DJ
Prepare Promo	25/Mar	25/Mar		DJ
Promote	26/Mar	26/Mar		DJ
Purchase materials	24/Mar	24/Mar	\$150	DJ
Setup/ run/ cleanup	26/Mar	26/Mar	\$80	DJ
Evaluate success	26/Mar	26/Mar		DJ
Return investment/ profits	26/Mar	26/Mar		DJ © Duncan Jones 2012



- Duncan Jones
- MSc, MBA
- Squeezed a few lemons
- Tested/ tasted recipe
- Experience with Business start-ups

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Pricing

Financial Plan

- Round number for ease/ change
- Decent margin (65%) / value fresh squeezed
- Room to discount
- Volume/ Penetration
 - Break even at 70 90 servings (23- 30%)
 - Maximum waste = I pitcher = \$7.92

Start-up expenses	\$138
Start-up assets	\$92
Total funding	\$230



Start-up Funding

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Cash (\$230-150) \$80 INITIAL

Material \$138

Non-cash assets \$12

Total assets \$230

Liabilities

To charity

Borrowing \$230

Total liabilities \$230 Net \$0

To charity -

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Assets	Start-up Funding			
Cash	\$365			
Material	\$34	FINAL		
Non-cash assets	\$12			
Total assets	\$411			
Liabilities				
Borrowing	\$0			
A/P	\$230			
Total liabilities	\$230			
Net	\$181			

\$181