



Humboldt **Lemonade Day** Business Plan

Business Name:

Menu:

What are we going to serve?

Goals:

What are your financial goals, keeping in mind the Lemonade Day Spend, Save, Share motto? How much do you plan to earn for each category? And what will you do with it?

Spend

\$ _____

Save

\$ _____

Share

\$ _____

Marketing:

How are we going to tell our customers about our products?

Customers:

Who are we going to sell our products to?

Cost/Value:

How much are we going to charge?
What makes our product special?

\$ _____

Expenses:

What do I need to spend \$\$ on?
Ingredients, cups,
napkins, decorations, ice, etc.

Humboldt Lemonade Day is hosted by AEDC. For more information call (707) 798-6132. You can register online at humboldt.lemonadeday.org