

OLIVIA'S

LEMONADE STAND JOURNAL ENTRY



Our summer school project this year was to come up with an idea for starting our own business. I've noticed that a lot of our neighbors do stuff like mow their lawn and like, clean the rain gutters on their houses and they get all sweaty and gross. Especially Mr. Welch, next door. So, I decided to do something that would make me some money but not be like, hard labor. So, I decided to open a lemonade stand. It's called Olivia's Homestyle Lemonade. I'm supposed to keep track of all the money I spend and all the money I make. I also have to make some graphs to show the money part PLUS keep a journal about the experience. Also, according to Mom and Dad, I have to let my brother, Sam help. >:(

This is my journal for Olivia's Homestyle Lemonade

June 17th - 19th

For the first weekend, we had to buy all of the supplies to make the lemonade PLUS all of the "marketing" expenses. That means we needed poster board and markers to make signs to put up in the neighborhood so that people know we're open for business. I put Sam in charge of marketing but the posters he made looked like he drew them in the dark with mittens on. So, my mom helped fix them. I sold 26 cups and made \$5.35 in Tips! Boom!





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June 24th - 26th

I'm SO irritated. Jeffrey Dodd who lives down the block TOTALLY stole my idea and opened a lemonade stand. Now we have to use what my dad calls "strategy." I had to make my lemonade stand better than his. So, I dropped the price of the regular lemonade BUT I now offer three different flavors, and the flavored lemonade costs more than my original regular lemonade price. I sold 12 cups of regular lemonade and 37 cups of flavored lemonade and made even more in tips -- \$9.25! When I told my idea to Dad, he said, "You just discovered capitalism." I'm not sure what that means...



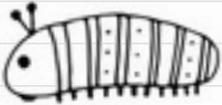
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July 1st - 3rd

We sold SO much lemonade this weekend because Mr. Welch (the sweaty guy) had a big family reunion at his house. He told me that I could sell to his family and a lot of people came over. His sister was C-R-A-Z-Y for the strawberry. Just by herself, she drank a whole pitcher of it. Then Sam broke Mom's pitcher. Sam has now lost his pouring privileges. We sold 32 cups of regular lemonade and 56 cups of flavored lemonade and \$22.50 in Tips!



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July 8th - 10th

This weekend was easy. Mostly because Sam was away at archery camp. But it was also hard because it started raining and I didn't sell as much as I thought I would. I only sold 8 cups of regular lemonade and 6 cups of flavored lemonade. Also, I didn't make any tips AT ALL - \$0.00! It might actually be worth it to have Sam around because he's such a goofball, people give me tips out of sympathy.



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July 15th - 18th

Final weekend blowout! I was going to have a sale because it was the last weekend but then I heard that Jeffrey Dodd had to close his business because his dad accidentally backed his station wagon into the lemonade stand. I sold 14 cups of regular lemonade and 29 cups of flavored lemonade. Plus, I cashed in with \$14.75 in Tips! Olivia's Homestyle Lemonade was POPPIN!

