OUR LEMONADE COOPERATIVE



1. Are we going to sell squeezed lemonade or already bottled one?

2. If it is bottled, are we going to produce it or distribute it?

3. Are we going to sell different kinds of lemonade? Without sugar, for instance?

4. Are we going to sell any other products?

5. Is it going to be a year business or just for school parties?



6. What are you going to sell?

7 Who is going to buy it?

8 Where are you going to sell it?

9. How are you going to make it? Ingredients…

10. How much are you going to charge for the product?



11 How are customers going to know your product?

12. What are the main obstacles you will encounter to sell your product?

13How are you going to overcome those obstacles?





What is the exact mix of ingredients? We need to make a MINIMALLY VIABLE GLASS or MINIMALLY DRINKABLE LEMONADE.

.



You have to give it a name

1. It has to be easy to remember

2. It has to be fun.

3. It has to be a reasonably short name.

4. It has to be easy to pronounce.



¿ What price do we put?

1 It is the lemonade (the recipe) of the students...

2. It is to finance the purchase of...

3. It is a natural product...



Marketing for a school stall

1. Let us know through the AMPA communications by e-mail with the families...

2. Publicize our position in the WhatsApp groups of parents.

Slogan. Offers?

1. Because it is easier for them to repeat. With offers.

2. We can create a FLAT RATE: pay 20 euros and drink as much as you want…

3. Because we can teach them (and charge them) how to make lemonade if they stay with us.



NAME:

SLOGAN:

PRODUCT(S):

LEMONADE INGREDIENTS:

LEMONADE PRICE

OFFERS

COMMERCIAL