

Scenario

You own one of the many lemonade stands in the area. Comparing your data from previous years, your profit has dropped significantly. Understanding your job as the **entrepreneur** of your local lemonade stand, you will need to create a business plan that will encourage more consumers to visit your lemonade stand.



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Diagram of Stand

Design a colorful diagram that will help your guests view your lemonade stand property. What will catch their eye and entice them to come to your lemonade stand?

Your diagram **must** include:

- 2 capital resources
- 2 human resources
- 2 natural resources



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Answer these questions within your advertisement:

- What are you advertising?
- How will you compete with the competition?
- Why should this product/service be chosen?
- How does your product/service work?
- When is your product/service available?
- Who will benefit from your product/service?

