**You own a Lemonade Stand!!**



Hi, and welcome to Lemonade Stand! Your goal in this game will be to make as much money as you can within 7 days. To do this, you've decided to open your own business -- a Lemonade Stand! You'll have complete control over almost every part of your business, including pricing, quality control, inventory control, and purchasing supplies. You'll also have to deal with the weather, which can be unpredictable. Unfortunately, the weather will play a big part when customers are deciding whether or not to buy your product.

Other factors which will make or break your business is the price you charge. Customers are more apt to pay higher prices when the product (your lemonade) is more in demand - When the weather is hotter. As the temperature drops, and the weather turns bad (overcast, cloudy, rain), don't expect them to pay nearly what they would on a hot, hazy day.

The other major factor which comes into play is your customer's satisfaction. As you sell your product, people will decide whether or not they like it, and how much they like or dislike it. As time goes on, they'll start to tell their friends, neighbors, and relatives (hence, your 'popularity'). Sell a good product for a good price, and you'll build business over time; overcharge for inferior products, and you'll be out of business sooner than you'd think. Another more direct form of customer satisfaction affecting sales takes place directly at the stand. As customers buy your product, you'll see some tell you what they think by the bubbles over their heads. If customers are enjoying their product, others are more likely to buy. If they're expressing their dissatisfaction, other customers are more likely to take their business elsewhere.

The entrepreneur who makes the most money in 7 days wins a personal day!!!

**Good Luck!!**

