

Lemonade Tycoon Marketing **EDUCATIONAL EXPERIENCE**



The Four P's of Marketing are:

Product – Creating and Design of **WHAT** you are going to sell

Price – Set the price based on **costs** and **research**

Placement – **Where** to sell the product and to whom

Promotion – **Advertising**

Explain the following using the Lemonade Tycoon.

1. **You determine the Product in Lemonade Tycoon.** What do you make or change to make people want to buy your product?
2. **What is the highest and lowest price that you can set for your lemonade?**
3. **What price do you feel is best to make the most money?**
4. **There are several places where you could sell your Lemonade. List 3**
5. **In your opinion, what's the best place to sell your Lemonade?**
6. **Promotion is advertising. In Lemonade Tycoon you can add money to you marketing. How much did you put in your marketing budget?**
7. **You can buy all sorts of equipment to make your business more efficient and to attract customers. What did you buy and how did it help you?**
8. **How much money did you end with?**
9. **Gross = the money that you collect for selling a glass of Lemonade. How much was your gross Profit on the last day?**
10. **Costs = things that you have to pay for in your business. List 5 of the costs for Lemonade Tycoon.**
11. **What are some ways that a real company can keep their costs low.**