

## Activity #5: *The Juice Plan*

### Objective 29: Economic Institutions and Systems



In this activity, students review the basic operations of a small business.

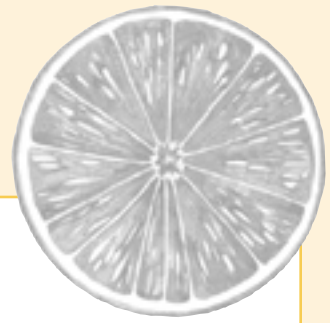
**Description:** Students analyze the performance of a small business and develop a plan to improve sales.

#### ► **Directions**

1. Make copies of the four handouts found on the following pages.
2. Introduce the activity by explaining that the class will be acting as business consultants to a new business called The Juice Shop. Explain that the shop has recently opened and the owner is in need of some advice. Instruct students that each group of business consultants will evaluate the competition and community, review the shop's sales records and inventory, and create an advertisement to increase sales.
3. Divide the class into small groups and distribute copies of the Business Summary Sheet to each group. Allow time for the groups to study and discuss the information.
4. Distribute copies of The Juice Plan and the Advertisement Worksheet.
5. As a class, review and discuss the advice given by the different groups. Write the different ad slogans on the board and, as a class, evaluate each plan.

**Variation:** Have students create a TV commercial for The Juice Shop.





## Business Summary Sheet

**Business Name:** The Juice Shop

**Business Services:** The Juice Shop serves a variety of freshly squeezed fruit juices.

**Business Hours:** 7:00 a.m. to 5:00 p.m. Monday through Friday  
7:00 a.m. to 3:00 p.m. Saturday  
Closed on Sundays

**Address:** 194 Mission Avenue, Appleton

**Overview:**

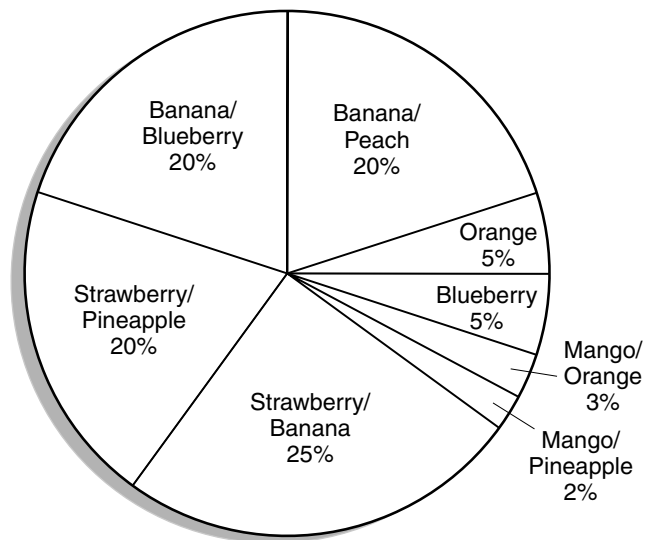
The Juice Shop has had a difficult first six months as a business. Tom's Ice Cream Place and the Coffee House have been in the area for years, have longer hours, and have loyal customers. So far, The Juice Shop has not convinced many people in the area that juice is a better choice than ice cream or coffee. Many people in the area have not even heard of The Juice Shop. Unlike the competition, the shop is not located on the main street of town.

**Sales Record:**









(for the months of May through October)


**Sales by flavor:**

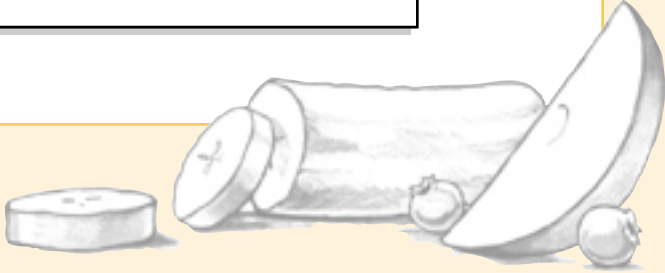
Strawberry/Banana	25%
Blueberry	5%
Orange	5%
Strawberry/Pineapple	20%
Banana/Blueberry	20%
Mango/Orange	3%
Banana/Peach	20%
Mango/Pineapple	2%



### Potential Customers Represented by Age Group

Age Group	Number of People
1 – 10 years old	
11 – 20 years old	
21 – 30 years old	
31 – 40 years old	
41 – 50 years old	
51 – 60 years old	
61 – 70 years old	
71 and older	

 = 10 people



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### The Juice Plan

**Directions:** Use the information on the Business Summary Sheet and your own knowledge to help The Juice Shop improve its sales.

What changes could be made to increase sales at The Juice Shop? Use evidence to support your answer.

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**Reaching more customers:**

The staff of The Juice Shop is planning an advertisement campaign. For which age group or groups should the staff concentrate its advertisement campaign? Use evidence to support your answer.

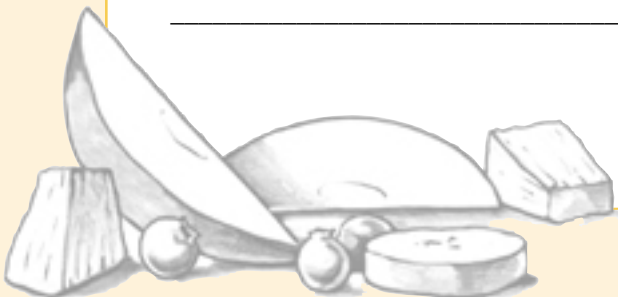
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## Advertisement Worksheet

Use the space below to create a newspaper advertisement that would help attract more customers to The Juice Shop. Try to include some of the elements of successful advertising:

- a slogan
- a logo
- graphics
- specific information

A large, empty rectangular box with a black border, intended for students to draw and write their advertisement for 'The Juice Shop'.