



CITRUS SATURDAY

2014 PARTICIPANT CASE STUDIES

www.CitrusSaturday.org



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CITRUS SATURDAY



Saba

**Keeping It Zesty
(02 Centre, Swiss Cottage)**

Saba goes to school in Islington, London. She came back to take part in Citrus Saturday for the second time in July 2014 because she knew that the experience would impress universities and potential employers in the future. She perceptively noted the ‘American’ style of the programme (Citrus Saturday was originally inspired by US-based philanthropic programme, Lemonade Day). This year, she learnt about the importance of being confident when

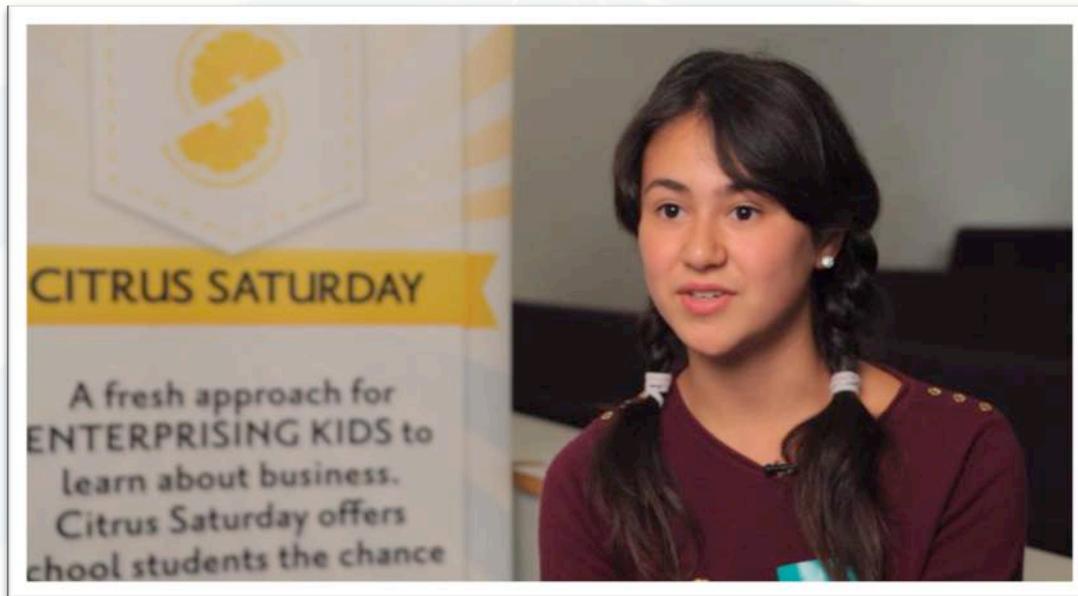
approaching customers. “Don’t be afraid of trial and error – making mistakes”, she says. Saba’s group got a pitch at a busy indoor shopping centre in Swiss Cottage. They were the last team back on the day because business was going so well! She found decision-making to be easy because her team quickly became good friends, and they found that they didn’t have any disagreements. In the next few years, Saba would like to go to university and is also interested in the business world. Saba’s team went home with profits of over £125!

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Erica Lemon Squeezy (The Brunswick)

Erica is from Camden, London and goes to school in the north of the borough. She came back to Citrus Saturday this year because it was great fun – the best way to earn money. She enjoyed getting to meet and work with new people. The teamwork skills she developed during Citrus Saturday helped the team to get along with each other and become friends.

Her team sold at The Brunswick, a residential-shopping complex near University College London in Bloomsbury. Her advice to anyone looking to start a business is to learn to overcome your fears of interacting with people. Before taking part in Citrus Saturday she didn't realize how confident she was. Erica quickly realised the unpredictability of business and thrived on the pressure of delivering a product to order. Now that she has accomplished Citrus Saturday twice, Erica would definitely be interested in starting her own business when she is older.

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Alizay

(Nag's Head Shopping Centre, Holloway Road)

Alizay came back this year to make more money! She first learnt of Citrus Saturday from her parents, who had heard of the programme and suggested she get involved. She enjoyed learning about sales, and thinking about marketing strategies to target different customers.

At an indoor shopping centre on the Holloway Road, London, Alizay's team put these lessons into practice by setting their pricing for both children and adults.

Alizay believes that teamwork is the most valuable skill in business. During the day, she found that she was good with handling money, and kept the team up to date with their takings and profits to encourage further sales.

At first, working with people that she didn't know was awkward but as she grew in confidence this became easier - she found it interesting to talk to people she didn't know. Alizay went home with over £40 from her day's work.

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Jodie

The London Lemons (Nag's Head Shopping Centre, Holloway Road)

Jodie returned to take part in Citrus Saturday for the second time this year. She first found out about Citrus Saturday through her friend Alizay's parents. They both go to school in Muswell Hill, London. She most enjoyed making the product, both in the workshops, where the team experimented with recipes, and on the day itself. One of the things

that Jodie has learnt about business is the value of 'good selling techniques'. Jodie's team had to compromise on their hopes by moving locations from Covent Garden to Holloway, and so had their business plan heavily disrupted. Yet their creative selling techniques – changing prices to reflect their new environment – ensured that they still made big profits on the day. 'We didn't want to put our foot down with customers', she says, but the team learned how to sell effectively by the end of the day. She thinks that owning her own business would be 'freedom'.

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Abel

Tick Tock Lemon O'Clock
(Brunswick Square Gardens)

Abel came back this year because he wanted to sell with his friends. He enjoyed making the lemonade; Abel's team decided to make some particularly interesting flavours, including a secret ingredient that nobody was allowed to discover! Abel says that the most exciting thing about Citrus Saturday is waiting to find out how much profit you've made at the end of the day. 'Be resilient' is his advice to those starting out in business.

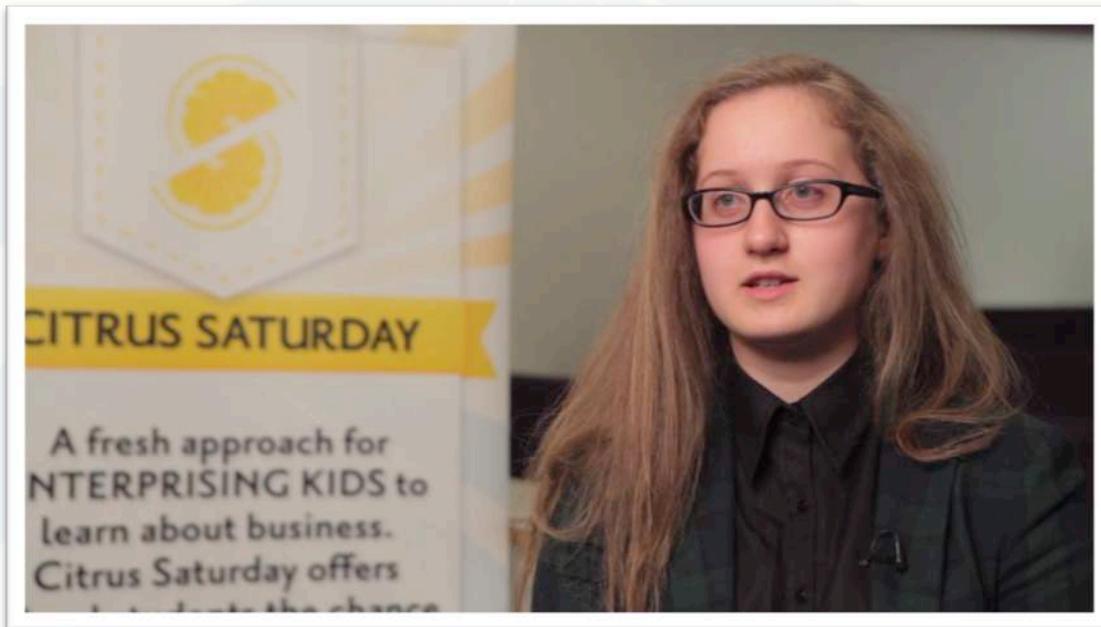
He is not usually very confident, and Citrus Saturday gave him the chance to speak to a new and diverse range of people, incentivized by the prospect of creating his own earnings. 'Not all businesses are begun with friends', Abel says, explaining how he learnt how to engage with people in a professional manner. Abel would like to learn more about marketing the next time that he tries Citrus Saturday.

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Hiba

CitroLaimon (Queen Square)

This is Hiba's second year taking part in Citrus Saturday. She came back to 'discover more about business and take risks'. She enjoyed putting ideas into practice on the market stall. On the day, their stall was not getting much footfall so her group canvassed the area, learning how to draw people in. Hiba says that Citrus Saturday has helped to improve and build upon her existing skills: Maths, Communication, Sharing Ideas, Compromising.

She realises that taking part in activities like Citrus Saturday at such a young age boost a person's chances in business. Hiba wants to go to university and maybe even begin a student business in her spare time. She is adamant that managing risks is the most important skill Citrus Saturday teaches, and an invaluable business lesson.

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Zoe

Keeping It Zesty (02 Centre, Swiss Cottage)

In 2013, Zoe sold at Covent Garden and made almost £50 for herself. This year, she particularly liked the learning curve involved in improving and varying the citrus recipes for the team's product, adding mint and ginger to their drinks. At the 02 Centre, Zoe drew on her previous sales experience: her first Citrus Saturday, where she sold to thousands of people in the middle of Covent Garden, London.

She also recalled her memory of making 80 cupcakes with her aunt and uncle, selling them to people in her local park. Zoe liked the 'how to' aspects of the Citrus Saturday workshops: making, pricing, earning. Her advice to future budding entrepreneurs is to be confident and friendly. She felt she handled the pressure of high footfall well and thrived on the energy it gave her; she found trading to be her natural area of expertise and the most exciting part of Citrus Saturday.

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Bethany

Keeping It Zesty

(O2 Centre, Swiss Cottage)

Bethany goes to school in North-West London. In 2013, Bethany sold alongside her friends Zoe and Molly at Covent Garden Market and made almost £50 for herself. This year, she came back. Her team was a mix of friends and people she had never met before. She says that she returned because last year she “made quite a bit of money and it was really fun”. She most enjoyed selling with her friends and talking to people that she

wouldn't usually talk to. Taking part in Citrus Saturday has shown her how much pleasure and pride can be found in creating your own product – indeed, next time she'd like to create a range of citrus products, with a wider variety of ingredients. Bethany's advice to future Citrus Saturday participants is not to waste time setting up your market stall – “begin selling as early as you can”. She learnt this after canvassing the area, selling her product to other traders before the public arrived later in the day.

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