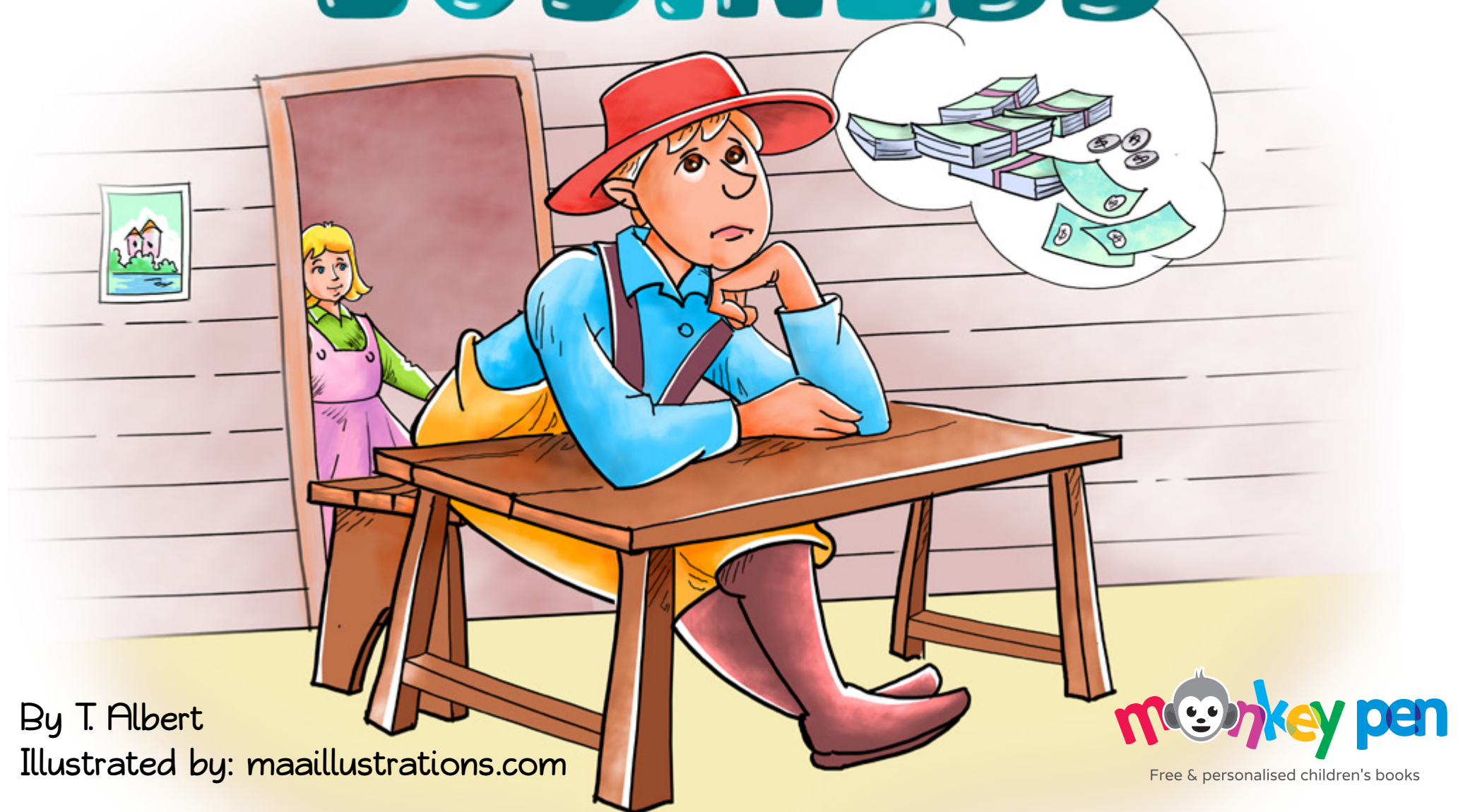


# JOHN BUILDS A BUSINESS



By T. Albert

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# JOHN BUILDS A BUSINESS



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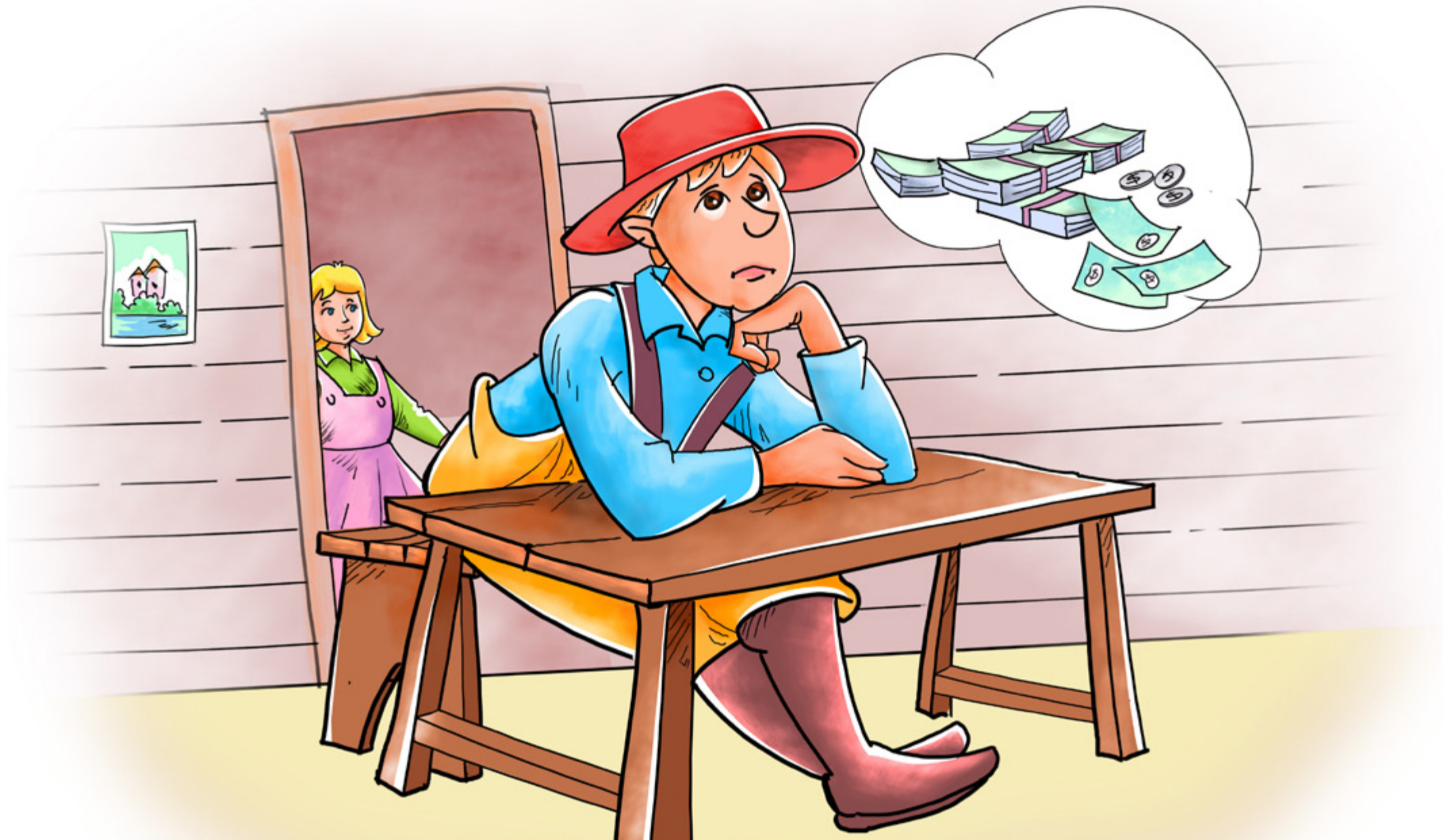




In the very poor part of the city lived a boy named John.  
He needed to make some money to help his family and his sick father.



Faced with the challenge of finding a source of income,  
John thought and thought about what he could do, but he  
just couldn't find anything.





His sister reminded him of their family's fine lemon trees and John's exceptional talent for making the best lemonade in town. His sister reminding him that they had lemon trees in the community garden area.



John said, "That's it! I will make and sell lemonade."





He harvested and prepared the lemons and  
brewed his first batch of lemonade.

It was delicious and he was ready  
to take it to the street.





John immediately set to work.

He built a beautiful lemonade cart from scrap  
wood he found in the streets.



Hours went by, and John only sold a small amount.  
Not even enough to pay for the sugar he had to buy to make the lemonade batch.





Then a car pulled up to his stand, and a young girl got out.

She purchased a glass and was amazed at the wonderful flavour. It was the best lemonade she had ever had.

She then bought everyone in the car, including her chauffeur, a glass.



She said to John, "I am Anna, the daughter of a man who owns many factories.  
Your lemonade is delicious; you must make a lot of money selling lemonade from your fine cart."





"I sell very little Anna," John said.



“Please come to the car and meet my father.  
He may have some ideas to help you,” Anna said.





John told her father about his lemonade business in detail.



Her father was very nice and said to John,  
“Tomorrow, be here at 9:00 AM, and I will send some people to help you.

You remind me of myself when I was your age.  
You have what it takes, but you don’t know how to go about it.”

John thanked him, and the car left.





The next morning, John was ready at 9:00 AM, and the car pulled up to his stand.

John was a little confused when he saw Anna, her sister, and her brother step out to help.  
He wondered how they could help him.



Anna introduced her sister Kari and her brother Jack.  
She then explained to John what they did and how they were going to help.

“I am good at selling things. Kari is good at finance.  
Jack is good at marketing. And you, John. You understand the product.

These are the four Pillars of business.  
Without all of them, your business, no matter how big or small, will not succeed.”





Anna taught John how to sell.



Kari taught John about Finance, when and how to buy things,  
and how to keep accurate records.





Jack taught John how to market his product.  
How to attract and keep customers.



And John took care of that fantastic product - The lemonade.





John listened and learned.  
Under the guidance of Anna, Kari, and Jack, John  
absorbed valuable lessons on selling, finance, and marketing.

After a short time, his business was a success  
and provided a good income for his family.



News of John's success spread, suggesting that his renowned  
Lemonade Stands might soon reach new places,  
showcasing the solid foundation built on the four pillars of business.





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# JOHN BUILDS A BUSINESS

In a poor part of the city, young John starts a lemonade stand to support his family. With the help of three siblings—Anna, Kari, and Jack—John learns essential business skills, turning his small venture into a success. This inspiring tale highlights the power of teamwork, knowledge, and determination.



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