

Alex Lemon

Age: 9 Location: Front Garden, Suburban UK

PERSONAL STATEMENT

Highly motivated junior entrepreneur with practical experience operating a small-scale refreshment business in a residential environment. Known for combining creativity, adaptability, and numerical reasoning to deliver a consistently popular lemonade product under fluctuating demand conditions. Particularly interested in understanding how decisions affect outcomes, profits, and customer satisfaction over time.

CORE COMPETENCIES

- Small-scale operations management
- Informal experimentation and iteration
- Customer-facing communication
- Manual financial tracking and reconciliation
- Visual merchandising and signage design
- Rapid problem-solving under parental supervision

PROFESSIONAL EXPERIENCE

Founder & Chief Operator — Alex's Lemonade Stand Front Garden

Summers 2023–2025

- Independently conceived, launched, and operated a neighborhood lemonade stand serving children, parents, dog walkers, and cyclists
- Oversaw full production lifecycle:
 - Ingredient sourcing (lemons, sugar, ice, water)
 - Manual mixing and taste calibration
 - Quality assurance via self-testing and sibling review
- Implemented dynamic pricing strategies based on:
 - Weather conditions (hot days = higher demand)
 - Time of day (post-school peak)
 - Competitive pressures (neighbor's ice-pop business)
- Tracked daily performance metrics including:
 - Cups sold
 - Revenue earned
 - Complaints received ("too sour", "too warm")
- Ran informal experiments comparing:
 - Sugar concentration levels
 - Ice-to-liquid ratios
 - Handwritten sign designs and color usage
- Learned basic demand forecasting by estimating how many lemons to prepare each morning to avoid waste

Operations Support Assistant — Family Event Beverage Services Back Garden

2022–Present

- Supported drink distribution at family barbecues, birthday parties, and garden gatherings
- Responsible for:
 - Monitoring stock levels of cups and ice
 - Refilling drinks during peak usage windows
 - Communicating shortages to adult decision-makers
- Observed how different audiences (children vs adults) prefer different drink strengths and serving sizes
- Developed patience and professionalism when dealing with "difficult customers" (uncles)

EDUCATION

Primary School — Year 4

- Strong performance in Mathematics and Art
- Enjoys practical science lessons involving mixing, measuring, and observing outcomes
- Regularly selected to help hand out materials due to reliability

ADDITIONAL ACTIVITIES

- Designed multiple versions of lemonade stand branding using markers, cardboard, and glitter
- Watched online videos about "how shops work" and "how money works"
- Participated in school fair stall planning (pricing cookies, assigning roles)