

◆ Step 18 - "Climbing a mountain is like life—hard, but full of unforgettable moments." 🏔️
SUSIE. HUNTER. ADVENTURE!

📌 PART.018 - The Matrix Has

Goals 🌟

Where small-town wisdom meets the future—and Susie finds the map to both.

📖 Scene 1: The Problem That Isn't Just a Problem

A cash register dinged softly.

The tiny shop smelled of freshly baked bread, aged wooden shelves, and a hint of cinnamon from Grandpa Ken's tea. Outside, a gust of wind rattled the windows, shaking loose a few delicate flakes of snow. Susie stood behind the counter, flipping through receipts.

Numbers don't lie.

And what the numbers were telling her?

Not great.

She ran her fingers along the stack of old invoices, their edges slightly crumpled from years of handling. The cash drawer had only a few bills inside.

Too few.

She chewed her lip.

The store wasn't just struggling. It was **vanishing**. And then—the bell above the door jingled.

"Morning, Susie!"

It was Old Mr. Thompson, bundled up in a scarf that looked **older than time itself**. He shuffled in, shaking snow from his boots.

"Got any of those chocolate biscuits I like?"

Susie sighed. "Sold out. Again."

Mr. Thompson clicked his tongue. "That supermarket in town never runs out."

Susie gave a tight smile.

She **knew** that.

She watched as he picked up a single loaf of bread, sighed, and left.

Susie stared at the empty space on the shelf where the biscuits used to be.

Was this shop a **dying relic** of a past that no longer fit?

Or was it something **too important to be lost**?

Tanya was waiting for her to figure that out.

Scene 2: The Snow Mountain Advantage

Later that afternoon, the snowfall had softened into a **gentle mist**, curling around the rooftops like a sleepy dream.

Susie sat across from **Tanya** in the warm back corner of the shop, where an old **coal stove crackled softly** beside them.

Tanya tapped her pen against her notebook. "Alright, genius. What makes this shop special?"
Susie thought.

Outside, a group of **tourists** passed by, snapping pictures of the **snowy streets**, their breath curling in the cold.

That's it.

Susie grabbed a pen.

She flipped open her goal book and wrote:

● It's located in one of the most beautiful small towns in the world.

(Tourists come here for an experience. Why aren't we giving them one?)

● It's full of history.

(Make it feel like stepping into the past—a piece of the town's soul.)

● It's personal.

(Unlike big supermarkets, every customer here is treated like family.)

● It's old-fashioned.

(Which means... it's human. It's real. It's a memory waiting to happen.)

She turned to Tanya, eyes bright.


"We don't need to 'modernize' Grandpa Ken's store," she said.

"We need to make it legendary."

Tanya grinned.

"Now we're talking."

 Scene 3: The 10 Cloud Stores (A Business Model Built on Storytelling)

 Idea #1: The Cloud Market – Instead of forcing customers to come to the store, the store comes to them.

- A truck, loaded with fresh eggs, handmade jams, and seasonal fruit.
- A rotating delivery route through ten community pickup points.
- A subscription service. (*want Grandpa Ken's famous fresh milk every morning? Just sign up!*)

 Idea #2: The Storytelling Box – Every week, customers get a tiny, beautiful booklet inside their grocery bag.

- A short story about the Snow Mountain Town.
- A recipe using the store's ingredients.

- A handwritten note from Grandpa Ken. (*Because human warmth is the one thing no supermarket can mass-produce.*)

💡 **Idea #3: The Tourist Experience** – Grandpa Ken's store doesn't just sell food. It sells a piece of the town's heart.

- A hidden map in the store, showing secret spots only locals know.
- Special edition souvenirs (*A tiny bottle of 'Snow Mountain Air'? A limited-edition 'Winter Tea Blend'?*)
- A guestbook where travelers leave messages—creating an international memory wall.

Susie leaned back, triumphant.

Then she paused.

"... But will it work?"

Tanya laughed.

"Susie. What do you think business is?"

She frowned.

"... Selling things?"

Tanya shook her head.

"It's storytelling."

She pointed at the list she'd made.

"You're not just helping Grandpa Ken 'sell groceries.'

You're helping him sell connection.

You're giving people a reason to care."

Susie's eyes widened.

For the first time...

It all made sense.

Scene 4: The Bigger Question

That night, Susie stood in front of her tiny apartment window, watching the streetlights cast golden reflections on the snow.

She thought about Grandpa Ken's store.
She thought about what small businesses really mean to a town.

And then—she thought about Paul.

There were better jobs in the city.
And for a moment, she wondered—
Were they making a mistake by staying here?
Wouldn't life be *easier* in a bigger place?
Her hand rested on her belly.

What kind of world was she bringing this baby into?
She felt a small kick.
She smiled.
Maybe... the real question wasn't big city or small town.
Maybe the real question was:
How do we create a life that feels whole?

Scene 5: Grandpa Ken's Dinner (And the Secret Ingredient)

She was still lost in thought when she arrived at the shop the next day.
The scent of grilled chicken wings and steaming rice filled the air.

Grandpa Ken turned, beaming.

"Sit, sit! I made your favorite."

She laughed.

"Grandpa Ken, you always say that."

But she sat.

And as she took the first bite, she realized—he was right.

This meal, this moment, this place—it was all hers.

And suddenly, she knew.

✓ She was going to make this town extraordinary.

✓ She was going to make Grandpa Ken's store a living legend.

✓ She was going to make sure Paul came home to something worth coming home to.

Because in the end—success isn't about where you are.

It's about how much heart you put into it.

  END OF EPISODE 15 - BUT THE TRAIN
KEEPS MOVING...  