

## 目标16

# Part 2: Entrepreneurship

## Becoming famous overnight after making a debut

After many years of discipline and incubation, Tai Chiang Ching found a job after demobilisation. One year later, he decided to go back to his hometown to establish his own enterprise, thus finally achieving his dream.

### Starting with 70,000 NTD

Before Tai Chiang Ching served in the military, he worked in an insurance company for a while. After three years of military service, he had saved about \$70,000 NTD (1984 currency value) based on his salary of \$2,500 NTD per month from the military, and six months of commission paid by the insurance company. He planned to use his savings as enterprising capital.

After being demobilised from the military, Tai Chiang Ching only wanted to work as an abacus mental arithmetic teacher. However, he didn't get any offers nor did he dare to open his own institute. But he had planned that, if someone could open a training class for him to learn how to teach, he was willing to pay 70% of his savings, about 50,000 NTD, as a tuition fee. Unfortunately, no one was willing to open a training class for him. Subsequently, he decided to take temporary work at an accounting firm. His job there included collecting invoices, receipts, documents and then sending them to the municipal government and the tax bureau, and so on.

One day, Tai got a call from his ex-classmate who told him that their teacher, Zhuang Lizhu, was interested in hiring Tai to work as her teaching assistant in her abacus arithmetic tuition centre. Tai was very excited to hear this news. He then worked part-time at Lida abacus arithmetic tuition centre in Changhua at nights and during holidays. He took this opportunity to learn how to teach children from Ms. Zhuang, learning essential teaching methods, skills and steps. One year later, Tai returned to his hometown at Huwei

Township in Yunlin County and finally established his own cultural education enterprise in abacus mental arithmetic.

When Tai Chiang Ching resigned from the accounting firm, he told his boss Wang Xu-jin that he would go back to his hometown to open his own class teaching abacus mental arithmetic because that had been his interest and great dream for a long time. At that time Wang replied, “Abacus mental arithmetic is outdated. Now we use electronic calculators and computers. No one will want to learn abacus mental arithmetic. You will not succeed in opening an abacus mental arithmetic class. However, I hope you will open an accounting firm in Huwei. I can help you unconditionally.” Wang suggested that Tai open an accounting firm because, when Tai had first come to his office, Wang told him, “If you open your own accounting firm one day, please don’t open it in Changhua County. I don’t want you to compete with me.” That implied that Wang hoped Tai could open one in other city, and Tai promised Wang that he wouldn’t open one in Changhua.

Subsequently, Tai Chiang Ching decided to establish a class teaching abacus mental arithmetic but no one was optimistic about it. However, he told Wang, “After I worked in the accounting firm for more than one year, I found myself unsuitable for the job. While working in the accounting firm I had to communicate with the government and other companies. They would evaluate the agency’s ability before they could decide if we could take charge of their accounts. This kind of business is not suitable for me.” Therefore, Tai refused Wang’s investment to open an accounting firm. However, Wang still often tried to persuade Tai or retain him in the office. But Tai insisted on opening an abacus mental arithmetic class in his hometown. Wang knew that he couldn’t change Tai’s mind, so he wrote down some words in the form of calligraphy and sent it to Tai as gift, “As a person, one should be both sensible and reasonable, making good use of what you have learned, as financial management is the most important matter in operating business.” Wang asked Tai to hang up his calligraphy on the wall of his office after starting his business.